

LIFE

'THE DANGEROUS LUXURY
OF HATING AMERICA'

OUR POWERFUL RED
NEIGHBORS IN GUATEMALA



BACKS ARE BACK IN FASHION

20 CENTS

OCTOBER 12, 1953

QUALITY CRAFTSMANSHIP STYLE

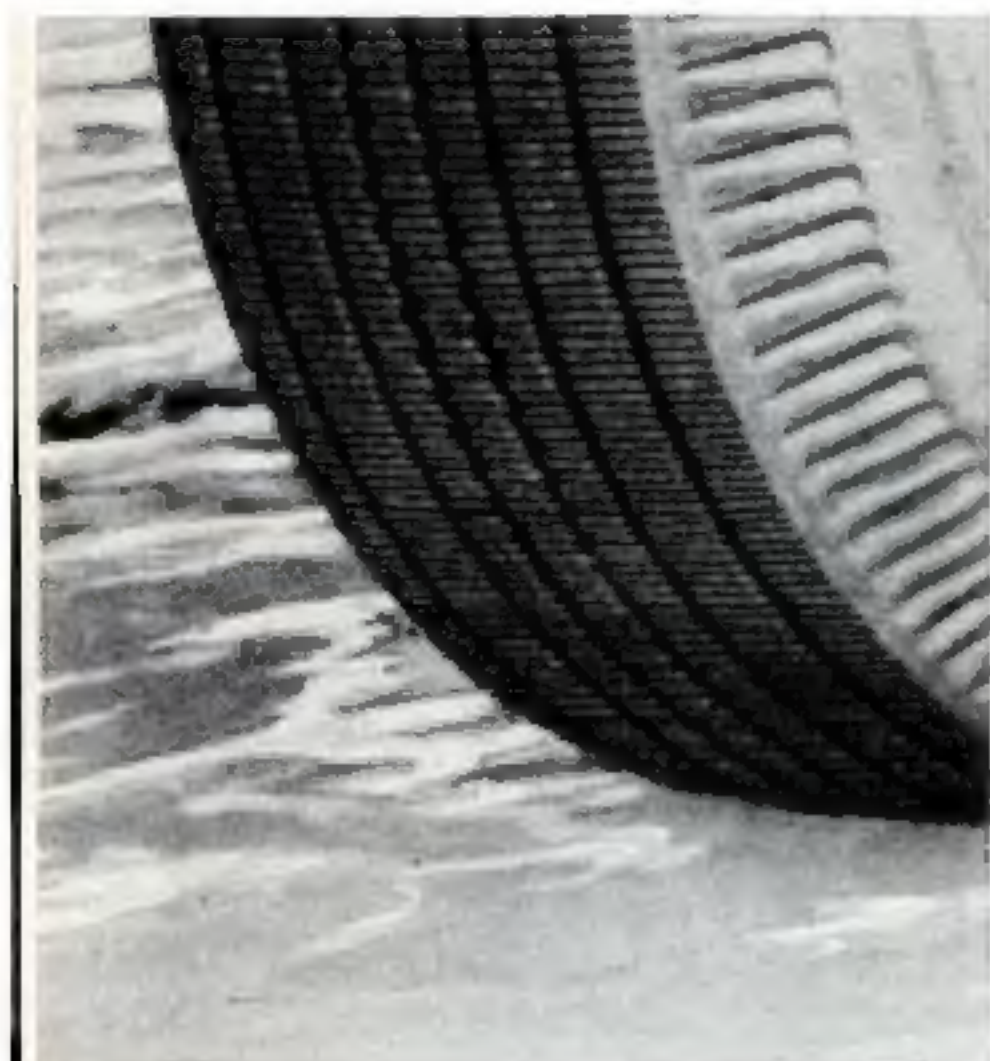


*Look for this label... it identifies
the finest wools in the world*

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

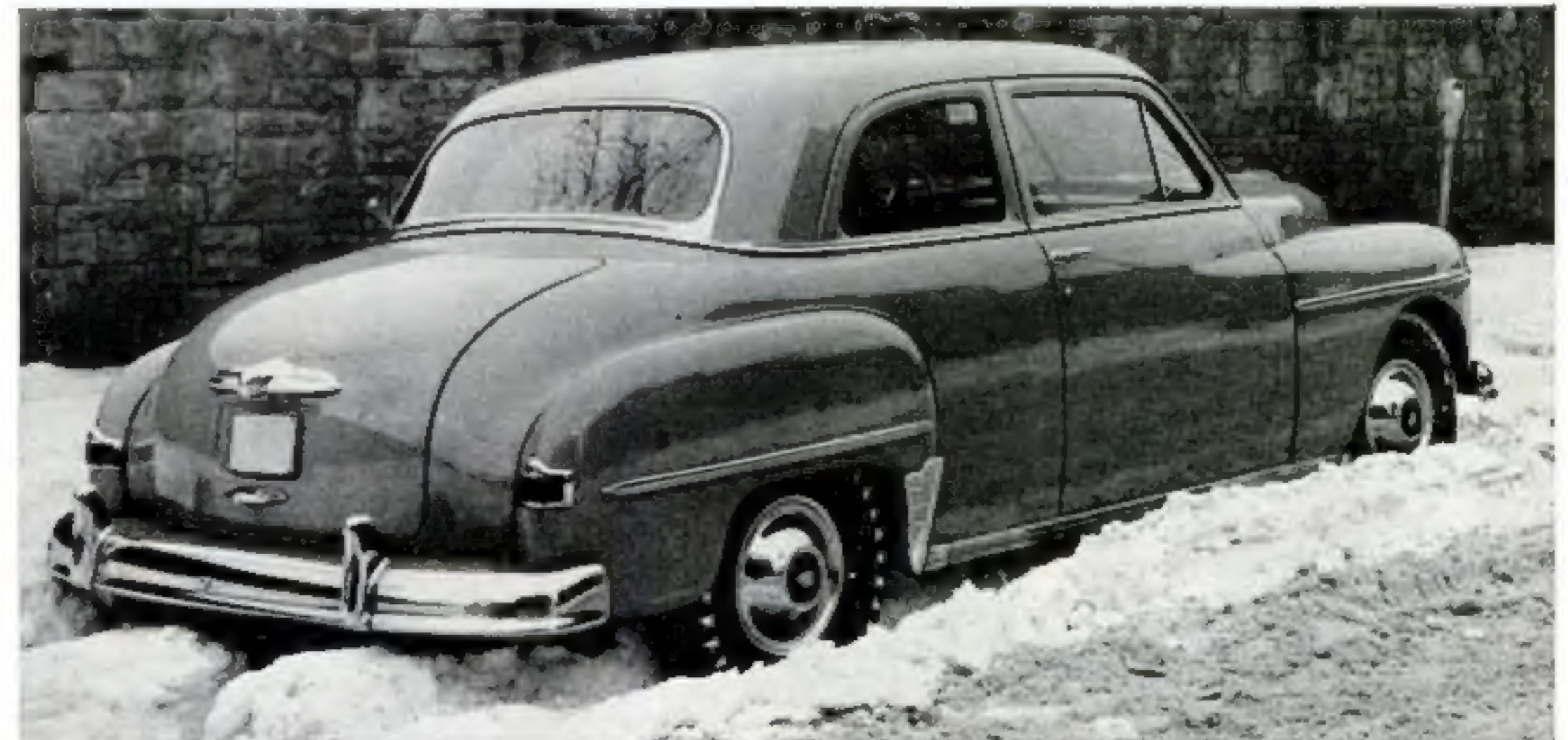
B.F. Goodrich Traction Twins

Choose the type that's right for your winter driving needs



1 If winter driving gets you worried about skids on icy roads, frozen slush, packed snow or wet streets—you need B. F. Goodrich LIFE-SAVER Tubeless Tires. Their revolutionary tread has thousands of tiny grip-blocks that "walk" instead of slide, grip instead of slip. Tested on ice, BFG LIFE-SAVERS outstarted, outstopped and outpulled other tires. Tested on wet roads at 30 mph,

they stopped a whole car-length sooner than regular tires. What's more, B. F. Goodrich LIFE-SAVERS repair their own punctures, protect against blow-outs resulting from bruises—yet cost less than any regular tire with blowout-protecting tube! LIFE-SAVERS are year-round tires—save you the nuisance of changing to winter tires. 6.70-15 size only \$29.95 plus tax and your old tire.



2 Afraid of getting stranded in snowdrifts, bogged down in deep mud or stuck on steep, snowy hills this winter? You need B. F. Goodrich Winter Traction Tires. Impartial tests show BFG Winter Traction Tires outpull regular tires by as much as 25% in deep snow. You get 25% more pulling power

in mud, too. The reason? It's the radical tread design. Deep, flexible cleats dig in like a tractor tire. The B. F. Goodrich Winter Traction Tire can make the difference between getting stuck and getting through this winter. Yet it runs surprisingly quiet—and the 6.00-16 size costs only \$19.95 plus tax and your old tire.



YES, WHITE-WALLS TOO! You can get **BFG WINTER TRACTION TIRES**—as well as **BFG LIFE-SAVERS**—with gleaming whitewalls. No brand markings on the white portion, so they're easier to keep clean.

Find your BFG Retailer in the Yellow Pages under "Tires." Or send coupon for his name and address to Dept. F-37, The B. F. Goodrich Co., Tire and Equipment Division, Akron 18, Ohio.



Name _____
Address _____
City _____ Zone _____ State _____

SEE THESE B. F. GOODRICH TIRES DEMONSTRATED RIGHT IN YOUR LIVING ROOM, TUNE IN "THE BURNS & ALLEN SHOW" CBS-TV

EYES PROVE EYES PROVE



Model 21C225



USE the two best judges of TV—your own eyes. See the leading TV makes in action side by side and you'll know why G-E Black-Daylite TV with Ultra-Vision is *voted best picture 7 to 1 nationwide*. Featuring a million-dollar advancement in eye comfort, G-E is the world's first 21-inch TV with high-contrast Aluminized Picture Tube. You enjoy blacker blacks, whiter whites—TV's brightest, sharpest picture. Let your eyes prove it! Compare G-E—*voted best picture 7 to 1 nationwide*—with any other TV. You'll never know how clear and easy on your eyes television can be till you see G-E! Ask for a TV picture showdown at your G-E TV dealer's today. *G-E is designed to get every station in range—both UHF and VHF.*

G-E TV prices start at \$179.95

Includes Federal Excise Tax, one-year Factory Warranty on picture tube, 90 days on parts. Prices subject to change without notice. All channel UHF at additional cost. General Electric Co., Radio & TV Dept., Electronics Park, Syracuse, N. Y.

You can put your confidence in—

GENERAL  ELECTRIC

G-E voted best picture 7 to 1



General Electric
Comedy Theatre presents
RAY MILLAND
in "Meet Mr. McNulty"
TV & Radio—CBS networks—weekly



7 AM: Pete Touart hurries off to his commuter train smartly dressed for a busy day and an evening in town in a suit made with Du Pont "Orlon".



9 AM: Crowded commuter train has failed to wilt Pete's suit. He arrives at the office looking as fresh and well pressed as he did when he left home.



3 PM: An important meeting calls for an extra-smart appearance. Even though it's a damp, humid day, suit made with "Orlon" still holds its shape.



10 PM: Staying in town for the theater, Pete wants to look his best. Suit made with "Orlon" has kept its press through all the activities of his busy day, keeps him looking smart all evening.

Pete Touart Stays Well Pressed and Well Dressed Around the Clock

Pete Touart, of Mount Kisco, New York, is a man with a commuting problem. Home to office takes him just under two hours, by car and train. And an evening in town after a busy day means his suit has to look its best from morning till midnight.

That's why he chooses a suit made with Du Pont "Orlon". He's found that it can work hard all day, yet not look the least bit tired or out of sorts when it goes out that night. And after a day at the office and a

night out on the town, it can cat-nap on a hanger and be fresh-looking and ready to go again.

"Orlon" acrylic fiber makes this round-the-clock performance possible. "Orlon" helps all kinds of clothes hold their press and shape better. It gives them a rich, luxurious feel. And it makes them more economical, because they need less care. From every point of view, clothes of "Orlon" are a good buy. They're in demand, so for a wide choice, shop early.

"Orlon" is Du Pont's trade-mark for its acrylic fiber. Mrs. Touart's dresses are also made with "Orlon".



You'll find leading stores offering clothing made with "Orlon". Du Pont produces fibers only—not fabrics or garments. The skill of mills and manufacturers in using fibers properly is your assurance of quality and value.

SEE "CAVALCADE OF AMERICA" ON TV

This One



07H2-AH3-JDN3



MARIE AND THERESA MALLEN OF PHILADELPHIA BLOOM LIKE SPRING FLOWERS IN THEIR RINSO-WHITE CARRIAGE COVER.

When it's got to be really white—use Rinso with SOLIUM

When the Misses Mallen, aged 10 months, parade on Philadelphia's Rittenhouse Square, they take a certain lady-like pride in their appearance. Their mother caters to this pride by washing their carriage cover dazzling white in Rinso! To make your sheets and all your wash shine like the driven snow, you just can't beat Rinso. Here's why.

Whiter Than New

Rinso contains a wondrous ingredient called SOLIUM. Fabulous SOLIUM makes white fabrics look unbelievably white—even whiter than when they were new.

And housewives are astounded to see their sheets and pillowcases show the wonderful effects of SOLIUM even before their wash is fully dry.

And isn't it a blessing when you realize that you can safely wash almost anything in Rinso. Not only your cottons and linens, as you'd expect, but the new synthetic fabrics, too. Your woolens, of course, are safe in Rinso. When you wash blankets and sweaters in rich Rinso soap suds, the wool stays soft as new.

You Pay About 20% Less

Finally, and you know best how important this is,

Rinso costs you less—you usually pay about 20 percent less for Rinso soap than for most of the other washday products. Why? Because it now costs us less to make Rinso—and we pass this saving on to you.

Well, there we are. That's the story on today's Rinso. And remember that Rinso is guaranteed to get your white wash whiter than new, or your money back—guaranteed by Lever Brothers Co., New York 22, N. Y.





For the price of a cup of coffee a day, **MONEY** will send your son to college

... if something happens to you!

Say you're 30 and your son will be college age in 15 years. For 10¢ a day—you can buy a MONEY policy which will provide \$3,000 for his education—if something should happen to you.

Or if you prefer, you can choose a different kind of MONEY policy—a policy which will pay off, not only if you die, but also if you *live*.

College can make such a difference in your boy's life. It will not only help develop all the best that is in him—it will make it easier for him to get the kind of job he wants, and rise in his career. Surveys

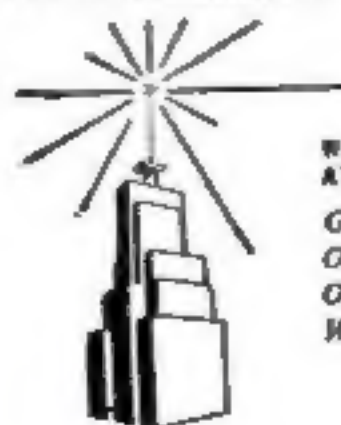
show that men who go to college earn *twice as much* over a lifetime as men who don't!

If you want to *guarantee* your son a college education, life insurance is the *best* way to do it. And no company can offer you better life insurance for your money than Mutual Of New York. Behind every MONEY policy you buy stands the strength of one of the largest mutual companies in the world, and the counsel of trained representatives. Mail this coupon today for further information.

MUTUAL OF NEW YORK

"FIRST IN AMERICA"

The Mutual Life Insurance Company of New York



WEATHER STAR FORECAST
ATOP OUR HOME OFFICE
Green Fair
Orange Cloudy
Orange flashing . . . Rain
White flashing . . . Snow

SEND FOR FREE INFORMATION TODAY!

MONEY TODAY

means money tomorrow!

Mutual Of New York, Dept. L-83
Broadway at 55th Street, New York 19, N.Y.

I would like free information about a MONEY policy to cover my needs as follows: (please check.)

- ☐ Education for my Children
- ☐ Income for my Retirement
- ☐ Income for my Family
- ☐ Pay Off my Mortgage
- ☐ Add to my Social Security
- ☐ Accident and Sickness
- ☐ Insurance on my Children

Name _____

Address _____

City _____ County _____ State _____

Occupation _____ Date of Birth _____

TRIBUTES TO SOME PEOPLE WE ALL LIKE:
from Chrysler Corporation

SHE'S JUST WHAT THE DOCTOR ORDERED

America's 550,000 registered nurses and 60,000 licensed practical nurses contribute in a vital way to the continued success and well-being of our society. They are one of many groups that deserve a word of thanks for a job well done. And too, like all Americans, the nurse has found her car important to her for enjoyment and for work. Often, she chooses a Chrysler Corporation car, and we're happy for this expression of confidence in our product. In return, we're taking time off from the business of building and selling cars to offer in word and picture a well-earned tribute to all these people everywhere who are doing a good job for us—and for all Americans.



1. IN THE CLEAN crisp whiteness of her uniform, the nurse is the symbol of a skilled and time-honored profession. Wherever you find her at work, her cheerful smile and comforting hand are just what the doctor ordered. Here is a brief picture story of this woman in white and the work she does.



4. 70,000 OF HER stand ready to help us at home or, if we choose, at our hospital on special duty. Equally as skilled and efficient as her general duty sister, the private duty nurse provides constant around-the-clock care for those who need it. Day or night in any kind of weather, you can always count on her on-time arrival.



5. 30,000 CHOOSE to serve as public health nurses. Here her talents help fill a great area of human need. A visit to the bedfast mother of this far out family is welcome relief to troubled husband and children. There'll be hot meals for the youngsters, as well as competent care for Mom.



2. IN CLASSROOMS and wards of 1270 collegiate and hospital nursing schools, she trains for her profession. She will long cherish the hours of study and work, the activities, the thrilling climax of the capping ceremony by candlelight. She will spend 3 years of her life here, and often as much as \$2000. 100,000 students are currently enrolled.



3. SHE AND 163,000 teammates staff our hospitals across the country. She is there to meet you when you arrive, and you feel glad that she is. During your entire stay, her helping hand is as near as the call-button at your bedside. And while she is caring for you, she is also keeping close watch on charts and records, and assisting your doctor.



6. THE ARMY, AIR FORCE AND NAVY NURSE has long been praised for her courage and devotion to duty. These 10,000 uniformed keepers of the lamp are a vital part of the armed forces medical departments, in war and in peace. Here, a Navy nurse checks on an ambulance pick-up at U. S. Naval Air Station, Grosse Ile, Michigan.

Watch "Medallion Theatre" every week. CBS-TV...Dramatic entertainment. See local paper for time and station.

by EDGAR A. GUEST

*That cap the nurse on duty wears
Is costlier than the bonnets gay
Worn by the wives of millionaires
Regardless of the price they pay.
'Tis something she herself can make,
A bit of linen, trimmed and turned
The right to it (for mercy's sake)
Was with three years of training earned.*

*That uniform of spotless white
Was costlier than a lady's gown,
'Twas bought with care by day and night
For those with illness stricken down.
The royal robes show royal birth
But every nurse's simple pin
Is emblematic of her worth;
A symbol she has toiled to win.*

*Oh gracious spirit, love imbued,
That can such tender care accord,
Perhaps it is, that gratitude
Must always be your best reward.
Now out of gratitude appears
This tribute, done in simple verse
Unto the dedicated years
Of all who choose to be a nurse.*

If you would like a reprint of this poem, suitable for framing, write Chrysler Corporation, Dept. RS2, 341 Massachusetts Ave., Detroit, Mich.

Copyright 1953 Chrysler Corporation

This message about people we all like is presented by your PLYMOUTH — DODGE — DE SOTO CHRYSLER — DODGE "JOB-RATED" TRUCK dealers, and

CHRYSLER CORPORATION



Model 275-R-1 Barcalounger in Luggage Tan genuine top grain leather. Also in long-wearing plastics and exquisitely handsome decorator fabrics.



This 270-S-1 Barcalounger is finished in gold-threaded Forest Green tweed. Also available in many other attractive fabrics including nylon.



The new Patented Model 515 Decorator Series Barcalounger in striking floral matelasse (also shown below). Adjustable head-roll flips back out of sight when not in use.

Relax...here are Barcaloungers for every member of the family

FEAST your eyes on this handsome collection of fine, hand-crafted chairs. There's a style to please every taste...and a choice of coverings in rich leathers, smart fabrics and practical, washable plastics.

But there's one thing that sets them completely apart from all other chairs. They're Barcaloungers! And that means they give you exclusive "Floating Comfort"—*relaxation that no other piece of furniture can match!*

The back-rest, seat and leg-rest are synchronized to cradle your body automatically in any position it desires, from sitting to reclining...without knobs or levers.

If you feel tired and tense after a hard day, just sit down and lean back in your Barcalounger...and feel your worries float away. Many people say that as little as 15 minutes in a Barcalounger puts them in just the right relaxed mood for a sound night's sleep.

See these beautiful Barcaloungers...sample the relaxation they offer...do it now at your favorite department or furniture store! There's one to delight every member of your family! Write for free illustrated booklets and name of nearest dealer, Barcalo of Buffalo, Dept. L10, Buffalo 4, New York.



What size chair do you wear?
The Barcalounger is built
for tall, mediums, shorts.
Be sure you get a correct fit.

THE ONE AND ONLY
Barcalounger

Copyright, 1953, Barcalo Mfg. Co. In Canada: T. EATON CO.



250-R-1 Barcalounger in striking Cardinal Red floral matelasse. Also available in a complete variety of fine fabrics, long-wearing plastics and beautiful leathers.



This handsome W250-S-1 Barcalounger is covered in metallic-threaded boucle. You'll be proud to have it in any room of your home, living room, bedroom or den.



Patented Model 505 Decorator Series. Modern graceful styling. Illustrated in nubby textured coral mohair frieze. Many fabrics and colors to choose from.

Presented by America's outstanding stores

SPARTON COSMIC EYE TELEVISION



TV so real you could almost join the dance! Yes, Sparton performance is so true that America's greatest stores—stores like nationally famous JONES of Kansas City—feature it proudly. See it at your Sparton dealer's.

Sparton

cosmic eye television

Just try to keep your feet from tapping! Just try to ignore the fiddler's beat!

With Sparton you can't!

For, with Sparton's exclusive Cosmic Eye Chassis, you see pictures as sharp as your own eyesight. Your ears thrill to Equasome tone . . . sparkling, *alive*. And, in the perfect blend of picture and sound, you find the *extra something*

that fires up your own imagination.

And you can no more watch in cold detachment than you could if you were *really there*!

Sparton owners know it. America's greatest stores know it, too . . . that's why they recommend Sparton so enthusiastically. Put a visit to your Sparton dealer high on your list of thrills to come. Find his name in the Yellow Pages, today!

Use a Sparton Stereo for better sound

SOLD IN SUCH FINE STORES AS

The Dayton Company
The H. G. & Co. Company
Joslin's
Kaufmann's
Knapp's
Meier & Frank Company
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Minneapolis, Minnesota
Cleveland, Ohio
Denver, Colorado
Pittsburgh, Pennsylvania
Lansing, Michigan
Portland, Oregon
New York, New York

And other quality stores across the nation



THE EASY GOER
Budget priced



THE TAG ALONG
3-way portable



THE MORNING STAR
Cock radio,
Appliance outlet



THE DUETTE
8-tube AM-FM,
Mahogany or Golden Wheat

SPARTON RADIO-TELEVISION, JACKSON, MICHIGAN, SPECIALISTS IN ENGINEERING AND ELECTRONICS SINCE 1931. ALSO SPARTON OF CANADA LTD., SPARTON LTD., LTD., 177 F. N. LANE, MTD. CO., DIVISIONS OF THE SPARTON, WITHIN, OR COMPANY, JACKSON, MICHIGAN

Today's Best motor oil is Made...not Born

Because: Mother Nature produced oils good enough for yesterday, but not for the powerful high-speed engines of today.

Advanced Custom-Made Havoline is the result of taking nature's crude oil and removing impurities by superior refining methods. Then a Balanced-Additive formula makes Havoline's oil film tougher, prevents rust and the formation of corrosive acids and sludge.

This remarkable new Havoline is *made*, not born. Its Balanced-Additive formula gives your engine complete protection against all wear

factors that oil alone cannot give.

Tests prove that this new motor oil actually *wear-proofs your engine* for the life of your car — keeps it clean, free from sludge, rust, and bearing-eating acids — keeps new-engine liveliness for thousands of extra miles.

Change to *Advanced Custom-Made Havoline*, the Extra Heavy Duty Motor Oil and keep new-engine power with its gasoline economy. Keep your driving pleasure for all the miles you keep your car. Get Havoline from your Texaco Dealer, *the best friend your car has ever had.*

"Born" Oil

This valve lifter has been in a test engine for only 100 hours. It was lubricated by a refined non-additive motor oil. The oil film broke — note the "soup bowl" worn in the end. The valve lifters in your engine must take the beating of nearly a million hammer-blows every 60 minutes at 40 miles per hour.

**Today's *Advanced* Havoline
wear-proofs your engine
for the life of your car**



THE TEXAS COMPANY
TEXACO DEALERS
in all 48 states

Texaco Products are also distributed in Canada and in Latin America





IT'S NEW!

Advanced Custom-Made Havoline would have been built even without the need which brought it sooner. For there is a creed of The Texas Company, one of those by which we live: Make Havoline "THE BEST MOTOR OIL YOUR MONEY CAN BUY" . . . and keep it best!

"Made" Motor Oil

This valve lifter took the same test but for 500 hours. It was lubricated with *Advanced Custom-Made Havoline*. Note the like-new condition, no wear. Keeping these valve lifters in your engine from wearing or sticking takes the best made motor oil. You can't get good performance from "slow poke" valves.

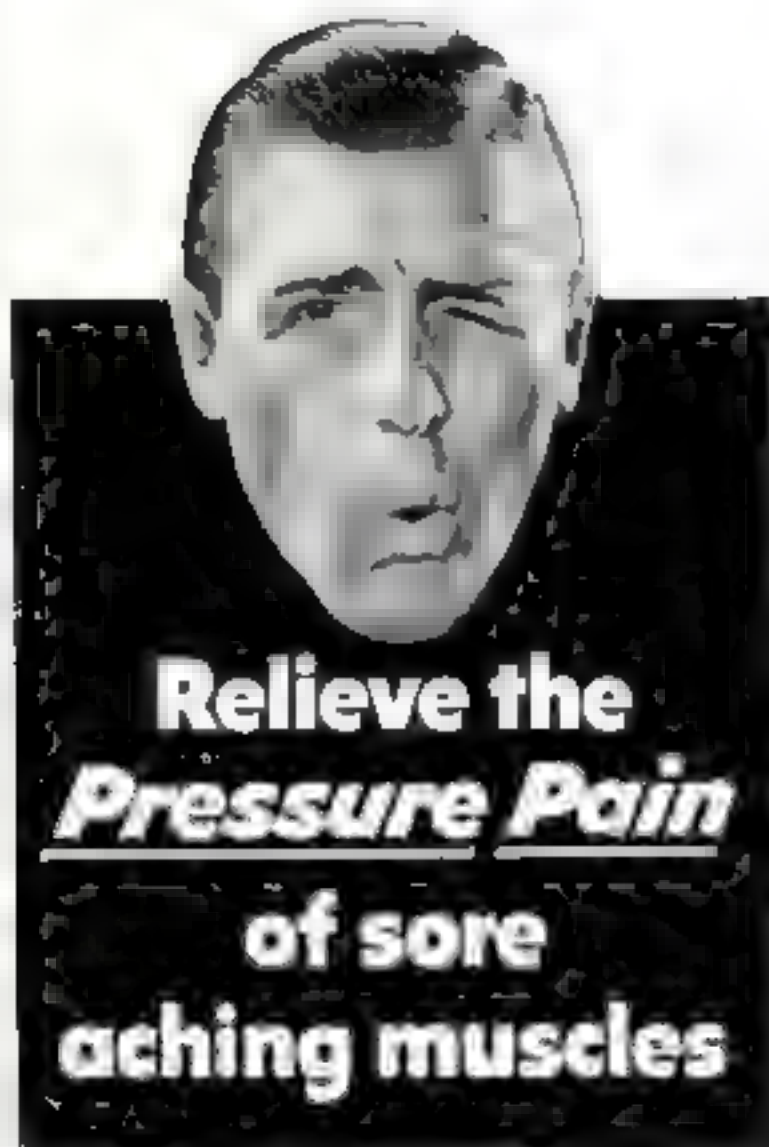




"This my wife would never understand"

"Well, it was like this. I was the sort who knew his own mind, knew what he wanted. Didn't ask advice often, particularly at home. Seeing that beauty on the street was what woke me up to what I'd been missing. Here I'd been buying the same old kind of car, year after year, never asking the little woman what she wanted. Man, that Aero Willys made me realize that something's happened in the automobile business. When I saw that car, and realized how beautiful it was . . . how it was made by Willys Motors who made the 'Jeep' famous . . . I determined to buy an Aero Willys for my wife. It wasn't even her birthday, (and I don't think it was an anniversary of any kind) that's why she can't understand it. But is she happy with her new **AERO WILLYS** *"*

TO UNDERSTANDING HUSBANDS:
Escort your wife to a Willys show-
room today. We'll do the rest!



**Relieve the
Pressure Pain
of sore
aching muscles**

• When muscles get stiff and lame from overexertion, there's no need to let them "lay you up."

Doctors generally will tell you that your muscular pain and stiffness may be largely caused by pressure. Sensitive nerves are irritated. Local areas become swollen, sore.

Rub Absorbine Jr. on those aching spots for fast relief. It helps to counter pressure which may be causing your pain. It warms and soothes.

Get a bottle of Absorbine Jr. today... only \$1.25 a long-lasting bottle at all drug counters.

W. F. Young, Inc., Springfield, Mass.

ABSORBINE Jr.



**Delight
your dog**

with **Crispy, Crunchy**

Klix DOG CANDY

New treat even puppies can chew

A taste that "wows" dogs and cats! Made without sugar. Veterinarian-approved ingredients build energy—special shape aids chewing. Feed KLIX freely!



for cats and kittens, too!
ANOTHER FINE FRENCH'S PET PRODUCT

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NEW WESTINGHOUSE 'SINGING BUTLER' CLOCK RADIO



Live like a millionaire! Slip into slumberland with soothing "good night" music that turns itself off... then wakes you gently in the morning. If music won't, a built-in reminder alarm will!



Turns on coffee while you catch a few extra winks! It's your "butler" in other ways, too. Turns off or on: reading light... electric fan... air conditioner. What's your pleasure?



Live like a millionaire's daughter, and time your heating pad or appliances with new Westinghouse Clock Radio. This practical clock radio adds beauty to convenience. Smartly styled in gleaming ivory or maroon, its advanced design saves space on shelf or table.



"Space Saver" Westinghouse Clock Radio with "Powerpak" chassis for long, trouble-free life. (Model 397T's) \$39.95.*

See "Space Saver," and other Westinghouse clock, table, portable radios at your Westinghouse dealer's, as low as

\$19.95

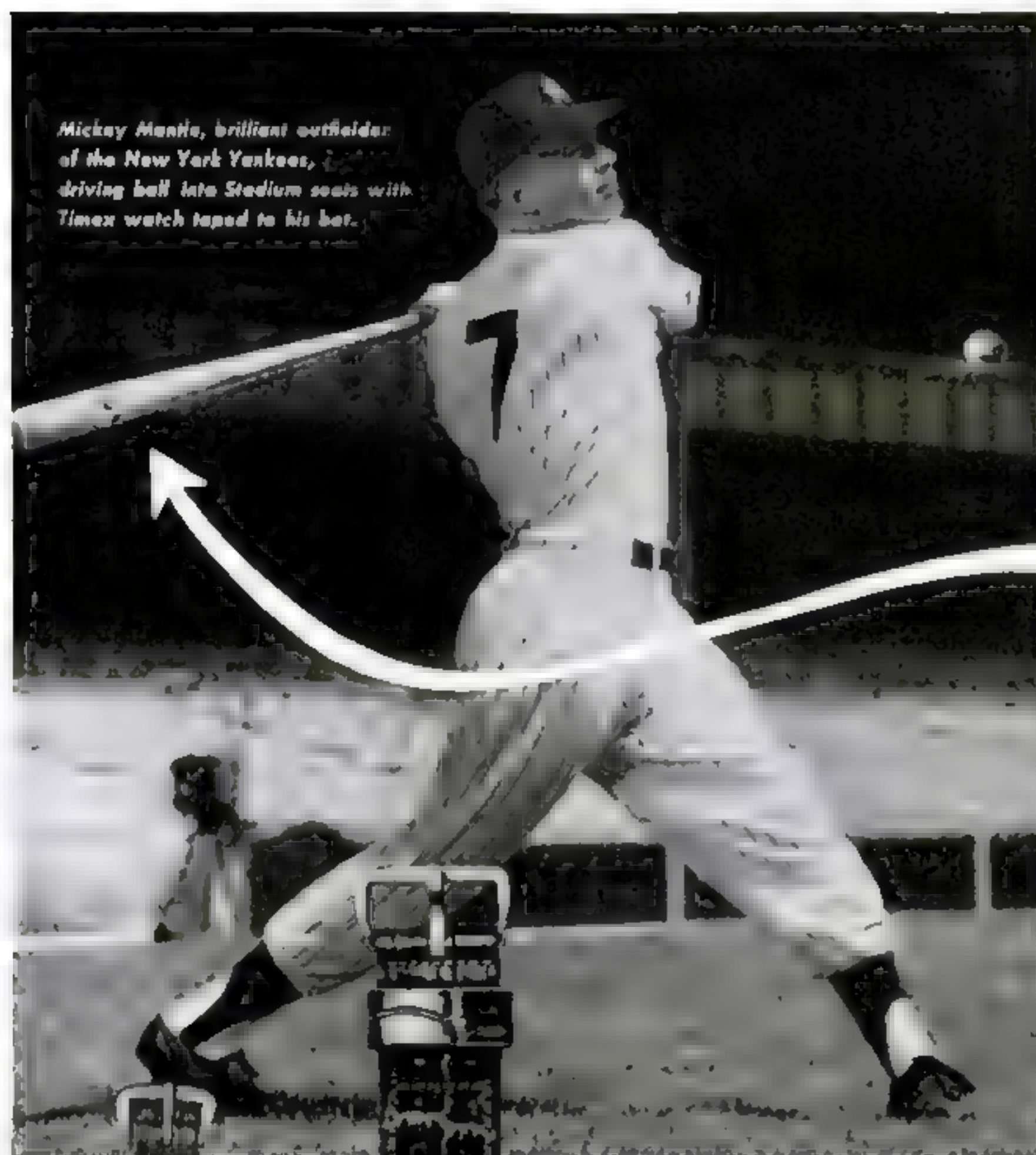
*Slightly higher in West and Southwest.

WESTINGHOUSE ELECTRIC CORPORATION, TELEVISION-RADIO DIVISION, METUCHEN, N. J.

**YOU CAN BE SURE...IF IT'S
Westinghouse**

Tune in each week on TV: WESTINGHOUSE PRO FOOTBALL, WESTINGHOUSE STUDIO ONE

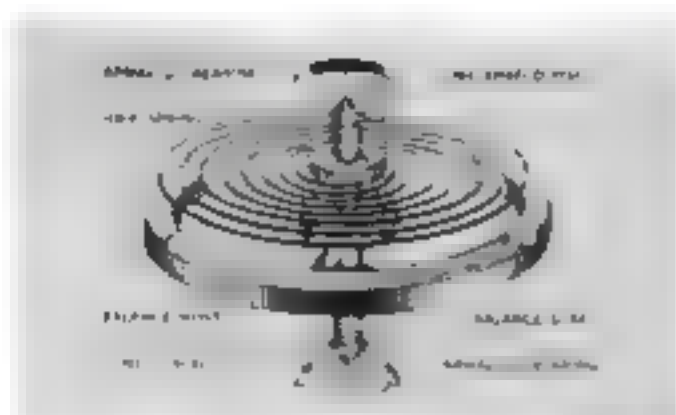
AMAZING TEST BY MICKEY MANTLE PROVES TIMEX WATCHES ARE REALLY RUGGED...



Unusual Verified† Shock Test Proves Timex Can

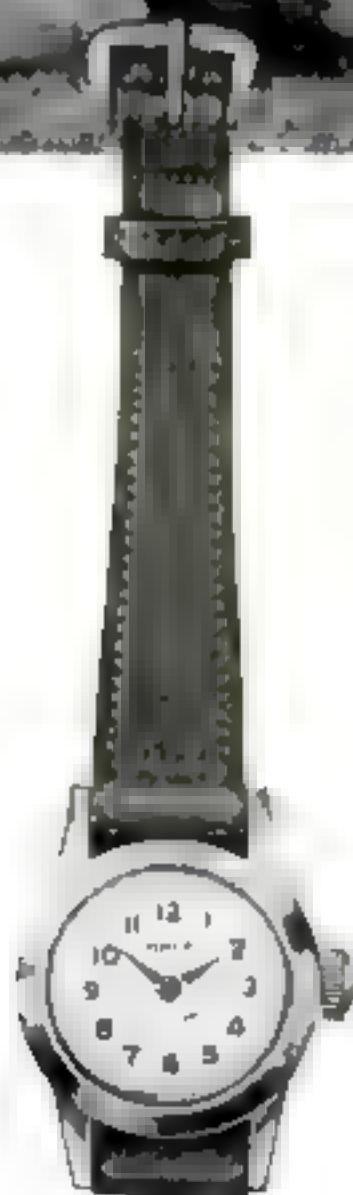
Take A Licking Yet Keep On Ticking

At Yankee Stadium, Mickey Mantle, one of the great power hitters of modern baseball stepped to the plate. To the back of his bat was strapped a Timex Marlin watch. 50 times a ball was pitched to the Yankee slugger. 50 times, he sent scorching drives to all corners of the park. Then, in the presence of witnesses, Mickey examined the Timex watch. *It was running—and still on time!* Here is dramatic proof of the amazing sturdiness, accuracy and dependability which has made Timex the watch choice of millions.



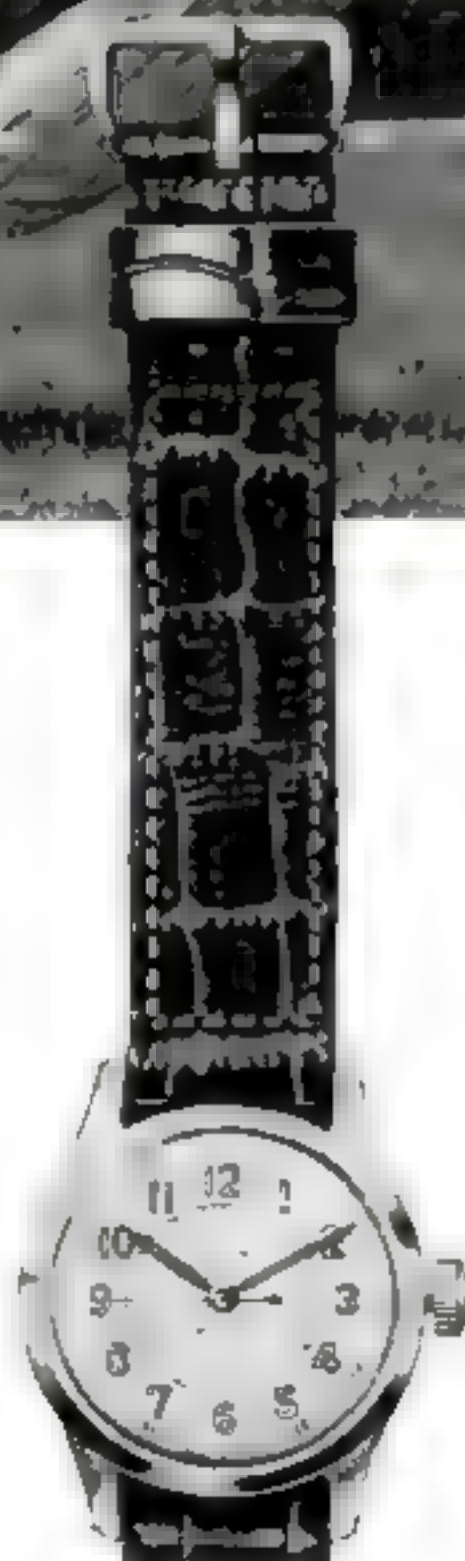
Only Timex Watches have the revolutionary V-CONIC MOVEMENT

Greatest advance in over 200 years of watchmaking. Unique cone-shaped balance staff turns on enduring Armalloy bearings. V-Conic movement is strong where conventional watches are generally weakest.



TIMEX SPORTSTER
Chrome case, stainless steel back, genuine leather strap.

\$9.95



TIMEX MARLIN
Sweep-second hand, radolite dial, chrome case, stainless steel back.

\$11.95

ALL PRICES PLUS 10% FEDERAL TAX



ONE YEAR GUARANTEE

TIMEX

PRODUCT OF THE WORLD'S LARGEST MANUFACTURER OF WRIST WATCHES • 500 FIFTH AVENUE, NEW YORK 36

* The Timex Marlin and Sportster models stay waterproof and dustproof as long as crystal, crown and back are intact and, if removed, expertly replaced. † Sworn statements on file.

when hair
loses that

"vital look"



Helene Curtis
**shampoo
plus egg**

brings out natural
"life" and sparkle...
conditions even
problem hair!

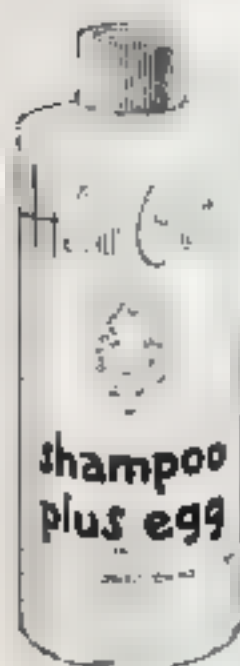
The one and only shampoo
made with homogenized fresh,
whole egg which contains
precious CHOLESTEROL,
ALBUMEN and LECITHIN

See for yourself how this
conditioning shampoo enhances
the natural "vital look" of your
hair—gives it maximum gloss
and super-sparkle.

You'll find your hair wonder-
fully manageable—with the
caressable, silky texture that is
every woman's dream. Try
Helene Curtis Shampoo Plus Egg
today. You'll be delighted
that you did.

Available at
All Drug Stores
Cosmetic Counters
and Beauty Salons

59¢ and 51¢



Helene Curtis

The Foremost Name
in Hair Beauty

LETTERS TO THE EDITORS

THE MAGIC CITY

Sirs:

The portfolio "Images of a Magic City" (LIFE, Sept. 14 and 21) by Ernst Haas makes me feel very proud of my profession. It is one of the few important happenings in contemporary photography! And appreciation to LIFE for presenting it.

ANSEL ADAMS

San Francisco, Calif.

Sirs:

Congratulations on your magnificent portfolio of color pictures. They present many of the hidden beauties and charms of our great city...

BERNARD F. GIMBEL
President

Convention and Visitors
Bureau, Inc.
New York, N.Y.

Sirs:

Not until these candid photos did I realize why I love New York City. It is the city of fascination!

ADELE KENNEDY

Jackson Heights, N.Y.

DOT BEALE

Sirs:

Thanks, thanks and THANKS to LIFE for completing the Dot Beale story ("Photo Letter from Home," LIFE, Sept. 21). Ever since her picture appeared in the April 13 issue, the utterable sadness in her lonely face has haunted me, and when the names of repatriated prisoners began to come through the news, I found myself longing prayerfully to hear Lieut. Bill Beale's name.

Then your sequel just made me stand up and cheer.

CAMILLE PARKER

Cumberland, R.I.



• The reunion of Lieutenant and Mrs. Beale is shown above as he arrived from Korea at Fort Mason Base in California Sept. 20. ED.

THE OATIS STORY

Sirs:

Re the Oatis story ("Why I Confessed," LIFE, Sept. 21)—the display of journalistic talent is excellent, the display of good old American guts, very, very unsatisfactory.

LIEUT. EUGENE O'GRADY, U.S.A.
Fort Bragg, N.C.

DEAN'S IDENTIFIER

Sirs:

Do you know that the South Korean, An Chae Hong, who identified

POINTS TO CHECK BEFORE BUYING CAR INSURANCE

How do you go about choosing an insurance company? Draw names from a hat? Not if you value peace of mind. Careful car owners dig deep for facts that cover all possible events. Savings are important to them. But they ask other questions, too. How strong is the company? Will its service follow me wherever I drive in the United States and Canada? If serious trouble strikes, can I call for help at any hour of the day or night and get help promptly? As one motorist said, "With insurance, like everything else, you get what you pay for. But I have to buy insurance before I need it. The company I choose may some day stand between me and financial ruin. That's why I check carefully."

COMPARE the facts about Liberty Mutual, given below, with what you are able to find out about any other insurance company. Then choose.

Financial Rating: AAAAA (Best's Reports). None higher.

Savings through dividends (currently 15% on car insurance in most states) returned to policyholders, regardless of accidents or claims.

Direct Sales Service by full-time company salesmen working from branch offices coast to coast.

Protection and Service in All 48 States (That's important if you're planning a trip.)

Protection and Service in Canada (Over 25,000,000 Americans visited Canada last year.)

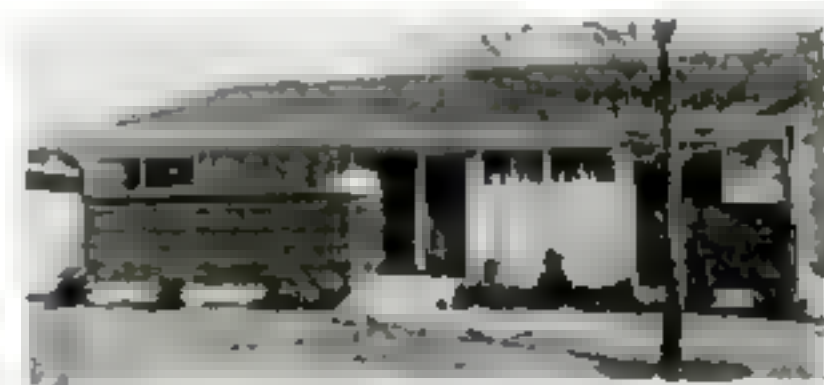
Around-the-Clock Claims Service by full-time company claimsmen in the U. S., Canada or Hawaii.

Service Representative (licensed by the state) provides you with prompt insurance service or information at any time on any business day.

"One-Stop" Insurance Service if you wish, for home insurance as well as car insurance — under non-assessable policies.

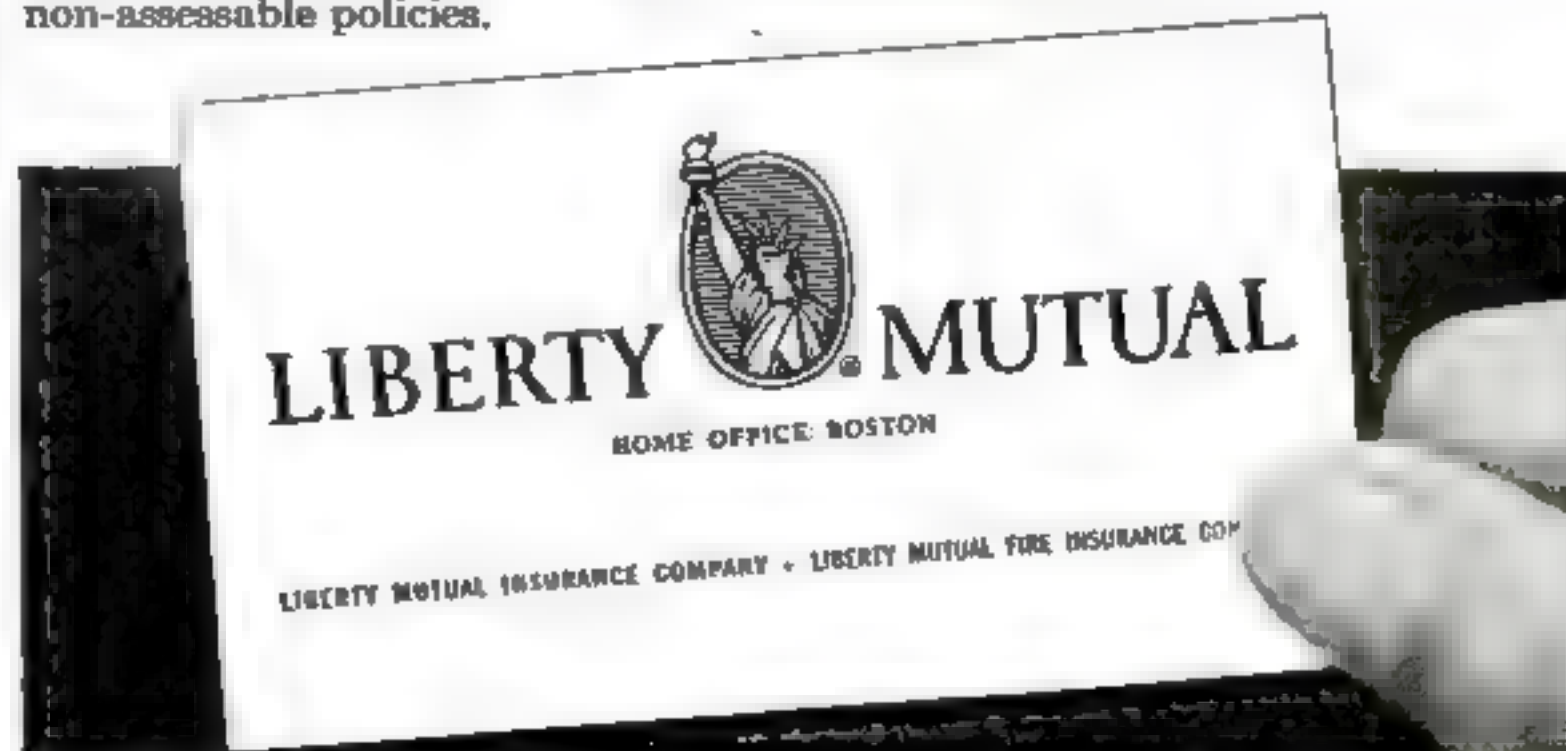


Anxious Moment for any car owner comes right after an accident — when he realizes what a lot of trouble may lie ahead. But the Liberty Mutual policyholder gets peace of mind quickly by calling the nearest Liberty Mutual claimsmen. He can be reached at any hour of the day or night, from anywhere in the United States, Canada or Hawaii, and will be found in principal cities coast to coast.



**Home Owners Have Saved 25%
on Fire Insurance**

By insuring careful, responsible home owners, Liberty Mutual Fire Insurance Company has returned savings of 25 percent to policyholders for many years. Here you see another good example of Liberty Mutual's efficient operation.



CONTINUED ON PAGE 16

What kind of a job do you have?



MEET THE PUBLIC? You'll be at ease in Lee Matched Shirts and Pants or Lee Dungarees. These clothes can take tough wear—yet help you look your best. Neat fitting... and they stay that way through many, many washings. Like all Lee clothes, they're Sanforized.



CLOTHES HAVE TO TAKE IT? That's easy for famous Lee Overalls and Jackets. Made of genuine Lee Jett Denim, they last and last... look good, fit well and comfortably!



OUT IN THE OPEN? The whole family will be right at home in Lee Riders! These cowboy pants and jackets have that "real western" look... fit right, stay that way.



CRAFTS? That's a Lee specialty! Look for Lee clothes designed for your job...carpenters, painters, bricklayers, railroad engineers, mechanics! There's a Lee for every job!



FAMOUS FOR ALL JOBS! No matter what work you do—here's the name to look for in work clothes. Highest quality fabrics, workmanship, tailoring. And all are Sanforized!

The best-dressed men in modern industry wear Lee

Good looks... comfortable fit in Lee Tailored Sizes... and long, long wear... that's why you'll find the best-dressed men on any job wearing clothes with the LEE label. They know these better clothes by Lee are always right for

the job... know that Sanforized Lee clothes keep their looks and fit through plenty of wear, weather and washdays. You, your wife and your boss will like them. For that "quality look" and extra wear—the brand to pick is Lee!

THE H. D. LEE COMPANY, General Offices, Kansas City, Missouri
Ten factories coast to coast

LETTERS TO THE EDITORS

CONTINUED

General Dean for the Communists was pictured in your magazine ("Heroism of General Dean . . .," LIFE, Sept. 14)? I was American mayor of Seoul during U.S. military occupation of South Korea following World War II, and I knew An very well. We were both at the party shown in your magazine when General Dean tried a Korean pipe. I was sitting beside a photographer, but An is shown sitting at the head of the table, cigaret in hand.

After the Communist invasion of South Korea, An is reported to have joined their "Korean People's Republic" as No. 2 man, and when the Americans retook Seoul he disappeared to the north. He's never been heard from since.

COLONEL JAMES E. WILSON
New York, N.Y.

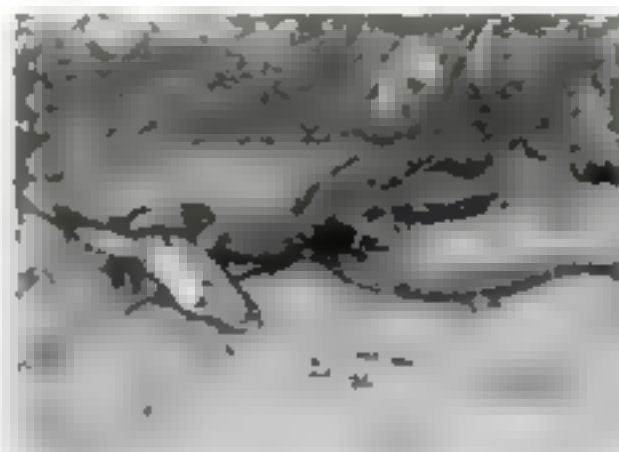


AN (LEFT) AND DEAN

FISH EATING (REPTILE)

Sirs:

In reference to your story on a trout-hunting snake ("A Snake Hooks a Trout," LIFE, Sept. 21), the picture below was taken on Sept. 2, 1953 on a remote lake in northern Ontario. The snake crawled out of the water about



20 feet away from where I was fishing. It had no objection to being photographed but showed no disposition to drop the fish.

H. FARAH
Toronto, Ont., Canada

FISH EATING (HUMAN)

Sirs:

Regarding your Letters to the Editors (LIFE, Sept. 21)—about Irving Clark who "back in the wacky past at Harvard started the intercollegiate fad of eating goldfish"—where is Mr. Clark now, in some sideshow or president of a corporation?

E. J. KELTY
Chicago, Ill.

● He is a successful lawyer in Seattle, Wash. While he has come to prefer his fish cooked, his old habits occasionally reassert themselves. At one recent dinner party Clark passed the time by reaching into a nearby fish bowl, gathering an occupant and dropping it into his gullet. The other guests were speechless.—ED.

CONTINUED ON PAGE 18

WHEN YOU
Over-Indulge

TAKE
PHILLIPS'
MILK of
MAGNESIA

TO SETTLE
UPSET
STOMACH
RELIEVE
CONSTIPATION

When you over-indulge in food or drink it often results in acid indigestion and temporary constipation. The double action of Phillips' Milk of Magnesia takes care of both... neutralizes the excess acid and relieves constipation. Gets you to feeling your old self again in record time.

ON 35 MM FILMSTRIPS

"THE
WORLD WE LIVE IN"
...in full color

for information write
LIFE filmstrips
8 Rockefeller Plaza, N. Y. 20

Shine, Mother?
shoes shine instantly!

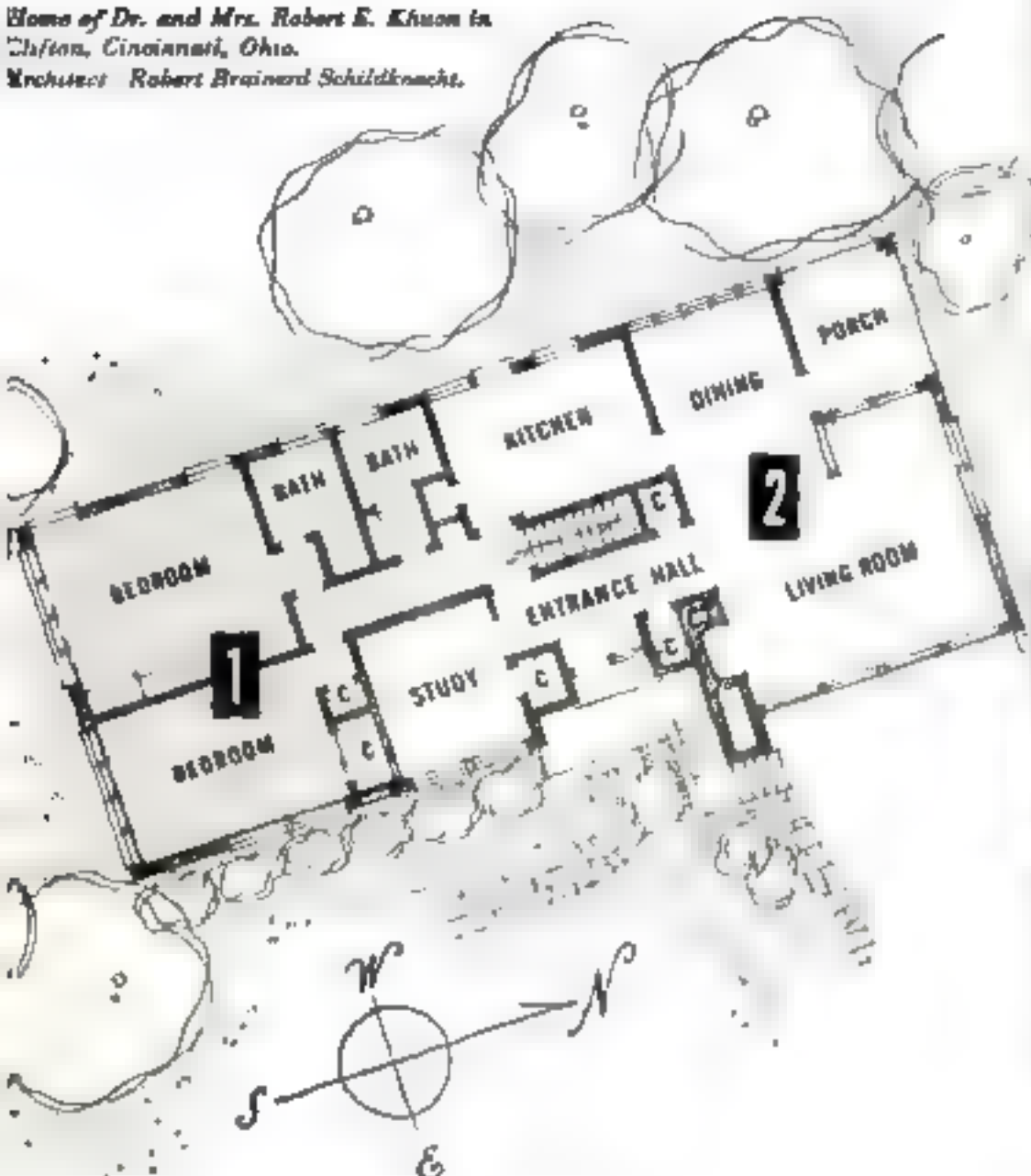
HOLLYWOOD
sani-brown
SHOE POLISH

THE **SOLE**
OF ECONOMY

CAT-TEX
CAT-TEX
BY CAT'S PAW
at all fine shoe repairers!

AFTER
THE
GAME
TNT
POPCORN

Home of Dr. and Mrs. Robert E. Kluon in
Clifton, Cincinnati, Ohio.
Architect: Robert Brainerd Schildknacht.



Zone Control. With the system of temperature regulation known as Zone Control, separate areas of your home are designated as heating zones. Within these zones (floor plan gives a typical example) individual thermostats make it possible to maintain separate tem-

peratures. Zone Control, the only system that enables you to adjust heating comfort to living habits, compensates for heating problems caused by picture windows, cold winds, sunshine. Zone Control can be part of the Electronic Moduflow system described below.

Now you can have the luxurious indoor comfort you've dreamed about -with Honeywell Climate Control

One of these Honeywell Temperature Control systems can make your home a better place to live—and help save fuel, too.



Electronic Moduflow. This remarkable new electronic temperature control system is eight times more sensitive than ordinary control. It works on the new scientific principle that for real comfort the temperature indoors must go up as the temperature outside goes down. Besides an indoor clock thermostat, the Electronic Moduflow system has an outdoor thermostat, like the one

you see above. This outdoor thermostat senses weather changes and signals the indoor thermostat and electronic relay to call for more or less heat according to the weather. This means you have a great comfort improvement over old-fashioned single thermostat installations. Electronic Moduflow's average cost, installed, is \$199.10. Terms are as low as \$6.39 a month.

The comfort you've dreamed about . . .

That's one of the important promises of life in today's new houses. But to realize it in a home that has large glass areas and a rambling floor plan you've got to solve some new temperature control problems.

And to realize it in more traditional or existing homes you've got to solve some old temperature control problems in a better way.

That is why the heating industry has designed more efficient heat distribution systems—and Honeywell has developed new temperature control systems.

One of the Honeywell systems described on this page can give you improved wintertime comfort you've never known before.

If your heating plant is up to date, probably all you need to enjoy the benefits of Climate Control is the right Honeywell Temperature Control System.

The man to help you is your local heating dealer.

So why don't you look him up in the Yellow Pages of your phone book? Or, mail the coupon.

MINNEAPOLIS
Honeywell



First in Controls

MINNEAPOLIS-HONEYWELL REGULATOR CO.
2835 Fourth Avenue South
Minneapolis 8, Minnesota
In Canada: Leaside, Toronto 17, Ontario

Please send me information about

- ☐ Electronic Moduflow ☐ Zone Control
☐ Please send me the name of a nearby heating dealer who handles these products.

Name _____

Address _____

City _____ Zone _____ State _____

In San Francisco's "Top of the Mark"



#564—ARDMORE. Brown pedigreed grain, Sta-Flex construction. Also in black.

Whose famous Bostonians are these?

There's something about them that immediately tells you they're famous Bostonians. The rich, pedigreed, grained leather. The fine, meticulous detailing. Their handsome, classic looks, with Sta-Flex construction. All are reasons why they have made such a hit with VICTOR MATURE, starring in THE ROBE, a 20th Century-Fox Production in CinemaScope. Color by Technicolor.



The man who sells Bostonians® is making friends for life...
See the "New in Shoes" for Fall at his store now!

Bostonian Shoes, Whitman, Mass., Shoetown, U.S.A.

LETTERS TO THE EDITORS

CONTINUED

CHROMOSOME DRAINING

Sirs:

Your photographs of human fertilization ("The Start of Life," LIFE, Sept. 21) contained not only striking visual presentation of what we have long known but a concept which is certainly revolutionary.

I thought that all previous scientific theory held that reduction division of chromosomes takes place in the formation of the sex cell, not after fertilization.

So please explain how the polar bodies can be draining off extra chromosomes in case my biology students should ask.

FRANK T. DAVENPORT

Williamsburg, Va.

● Modern research has shown that the egg nucleus contains 48 chromosomes until after the sperm enters the cytoplasm. After the sperm enters, but before the egg and sperm nuclei unite, a polar body draws off 21 of the egg's 48 chromosomes. Scientists differ in their use of the term "fertilization." In general, however, fertilization is considered to have occurred when the sperm breaks through the membrane covering of the egg, and conception is the uniting of the egg and sperm nuclei.—F.D.

BEEKEEPER'S PROBLEM

Sirs:

Your "Brave Beekeeper" (LIFE, Sept. 21) reminded me of my father who, a few years ago, calmly scooped up with his bare hands a bee swarm that had settled in the hedge around our house. Hundreds of bees crawled about his arms until he dropped the huge ball of buzzing creatures into a wooden box which a neighbor farmer gladly took away. Raymond Presnell's bee heard cost him seven stings, but dad was able to dispose of an entire swarm without arousing the ire of a single insect.

STANLEY LEHRER

Valley Stream, N.Y.

Sirs:

How did Raymond Presnell get rid of his bee beard? A few weeks ago my 20-month-old son walked into a nest of yellow jackets, he being clad only

CONTINUED ON PAGE 25

Please send



NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

ONE YEAR \$6.75 *in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is.*
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Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3441

No doubt about it!

BRIGGS
smokes
3 ways
better!

1. Friendly Natural Aroma

2. Mellow Tasting and Mild

3. Stays Lighted Longer

The best tobacco your pipe can hold!

15¢



top secret for a
GREAT STEAK
add...



LEA & PERRINS
THE ORIGINAL
WORCESTERSHIRE SAUCE

Favorite for over 100 years

Oven so big it bakes 4 pies... 11½ pound ham... sweet potatoes for 24... all at once !

New De Luxe G-E Range Only \$269⁹⁵

Here's a General Electric De Luxe Range—at a low price. Same width as a standard 36-inch-wide gas range, it lets you modernize without remodelling.

Besides the huge oven, it has all the wonderful G-E cooking helps shown and described below. Also: self-cleaning Calrod® surface cooking units. New "file drawer" that makes pot lids, cookie sheets, etc., easy to get at. Two other roomy storage drawers. Two appliance outlets, one automatically timed. Backsplasher lamp.

Economical to use. At average rates, a family of 4 can cook electrically for about \$2 a month.

Easy to own. G-E Ranges start at \$179.95. See your G-E dealer for details. (He's in the classified phone book.) General Electric Company, Louisville 2, Kentucky.

New, wider oven holds meals for 24!
Easier to reach and see food—easier to clean.

Exclusive: No open coils. Both bake and broil units are enclosed-tube type that slide out—can be washed at sink like pans.

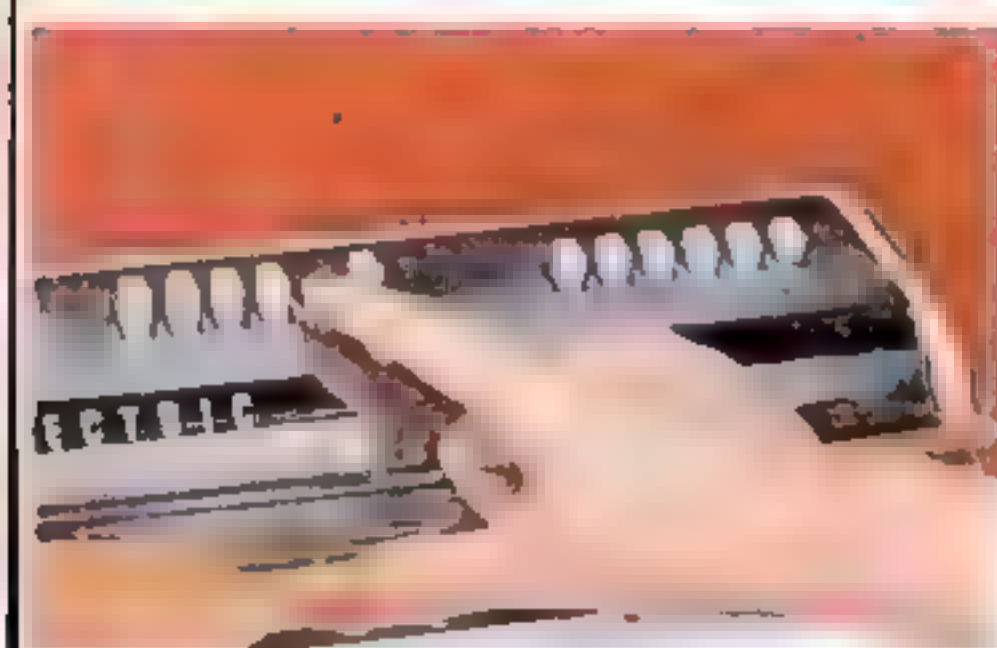


**AUTOMATIC ELECTRIC
SPEED COOKING**

* After down payment. See your dealer for details.
Prices and specifications subject to change without notice.



THIS 36-INCH SPACE MAKER RANGE is four inches narrower from side to side than most electric ranges—to allow extra counter room or fit a difficult space. Saves inches where inches count—yet cooking surface is full size, oven holds meals for 24. So fast, so clean, so dependable, too. (About \$3.02* weekly.) Full price only **\$269⁹⁵**



Cook with push buttons. Nothing to turn or adjust. Your fingertip flicks on the exact measured heat you want. 5 speeds from "Lo" to "Hi." Red signal on push-buttons shows when and it is on.



New Extra Hi-Speed starts. Right rear unit is the new G-E Extra-Hi-Speed Calrod unit. Five exact heats for every surface unit—including warm so mild it melts paper-wrapped chocolate directly on coil.



Cooks while you're away. Oven Timer needs just 2 simple clock settings—one for cooking time, the other for when meal is to be ready. Heat turns on and off automatically. Safe to leave as your electric refrigerator.

GENERAL  ELECTRIC

This is the quicker Wesson way to start good frying....



- ▶ You pour light, sparkling salad oil — the one and only Wesson Oil.
- ▶ You don't dig out a solid shortening. You pour just the amount of Wesson Oil you need.
- ▶ There's no guessing, so there's no waste. And no waiting to melt.
- ▶ Even at the highest temperatures correct for crisp, quick frying — Wesson will never smoke, never burn. (Fat that is burning is "breaking down" and harming your fried foods.) Actually, Wesson keeps its purity at far higher temperatures than the costliest solid shortening.
- ▶ Whatever you're frying—fish or onions, potatoes or chicken—just naturally tastes wonderful, when fried in this fine salad oil.
- ▶ In all the world, there's no oil lighter or more delicate than Wesson, so there's new lightness and delicacy to your fried foods.
- ▶ And because Wesson Oil does not break down at frying heat, your foods cook more digestibly. So everybody can at last enjoy fried foods to his heart's content.

Test Wesson's modern frying yourself
WESSON FRIED ONIONS

Every man's favorite with the fish or chicken or hamburgers you fry so easily and deliciously in Wesson Oil.

3 large onions ½ cup flour
½ cup milk ¼ teaspoon salt
Wesson Oil

Pour Wesson Oil to depth of 1½ inches in deep saucepan. Heat to 375° F. Meanwhile, peel onions, slice ¼-inch thick; separate into rings. Dip in milk, then in combined flour and salt. Fry, a few at a time, until golden brown (2 to 3 min.). Drain on absorbent paper, sprinkle with salt. 4 servings.

America's Favorite

for Salads, Frying, Stir-N-Roll Pie Crust and Biscuits

Wesson Oil



**BUY FUN
FOR THE KIDS!**

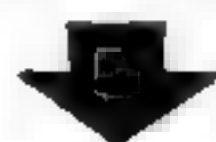


They'll come runnin' to rake your leaves when you reward them with Dubble Bubble Gum. Ideal, too, as treats at parties and picnics. Buy the handy "take-home" packages.

**For Quick
HEADACHE
NEURALGIA
RELIEF**



Test STANBACK yourself . . . tablets or powders . . . against any preparation you've ever used.



**Snap Back with
STANBACK**

LETTERS TO THE EDITORS

in pants, and was covered with them from head to foot. The only thing a neighbor of mine and I could think of to do was to beat them off with our hands. She and I and the baby collected about 35 bites among us. There must be another way to do it.

MARGARET V. ELTERICH
Ambler, Pa.

● Presnell was de-bred by his daughter who used a brush to flick the bees off by light downward strokes. As she brushed, Presnell stood close to the hive so that the bees landed in clusters near it. Then Presnell untied the queen bee from around his neck and deposited her in the hive. Neither he nor his daughter was stung during this entire operation.

This would probably not work with yellow jackets who are far more irritable and whose stings, while composed of the same venom as ordinary bee stings, are much stronger in concentration and therefore far more harmful.—ED.

LUTHER'S TREE

Sirs:

In your short article on "Luther's Tree" (LIFE, Sept. 21) you twice call Luther's teachings heresies. Most of them are so labeled only by the Roman Catholic Church.

THEODORE A. BUENGER
Wilmette, Ill.

● LIFE used the word "heresies" in the sense that his statements were in opposition to the official church beliefs of the 16th Century. They no longer are, of course, in the eyes of the world's non-Catholics.—ED.

Sirs:

"Luther's Tree" prompts me to submit the enclosed photograph of the ceiba tree on the left bank of the Ozama River in Ciudad Trujillo, capital of the Dominican Republic, to which, legend has it, Christopher Columbus and his brother Bartolomeu moored their ships more than 450 years ago. To preserve the stump, it too has been reinforced with concrete.

Every Columbus Day pageantry centers around the ceiba and the oldest cathedral in the New World where Columbus is buried. Here are actors of the National Theater Group re-enacting the mooring of Columbus' caravel in 1496.

HARRY C. KLEMFUSS
Dominican Republic
Information Center
New York, N.Y.



CONTINUED ON NEXT PAGE

The only rice
made to cook
fluffy
every time!



*Exclusive process keeps Uncle Ben's
from cooking any other way!*

Fluffy rice isn't a matter of luck with Uncle Ben's. It's a matter of course. Even for a beginner. Uncle Ben's, you see, is made by an exclusive process that keeps it from turning out gummy or sticky. Fluffiness is guaranteed or your money back. Uncle Ben's actually cooks so fluffy you can keep it in the refrigerator for days. Even for a week or longer.*

*Still fluffy after 10 days. From report of American Research and Testing Laboratories.

*Nourishing! Retains up to 80% of the
B-vitamins and minerals of whole rice!*

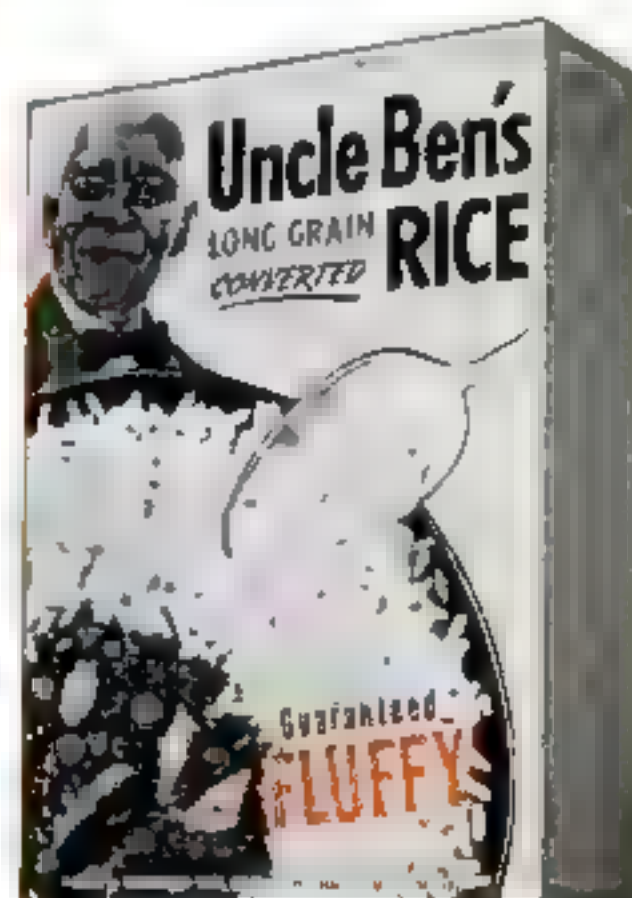
Rice in its natural state is very nourishing. But white rice, milled the ordinary way, loses almost all of its B-vitamins and minerals along the way. Uncle Ben's exclusive and revolutionary process retains about 80% of this valuable nourishment—seals it in the grain for keeps. It's the most nourishing white cooking rice you can buy. New recipes on every package.

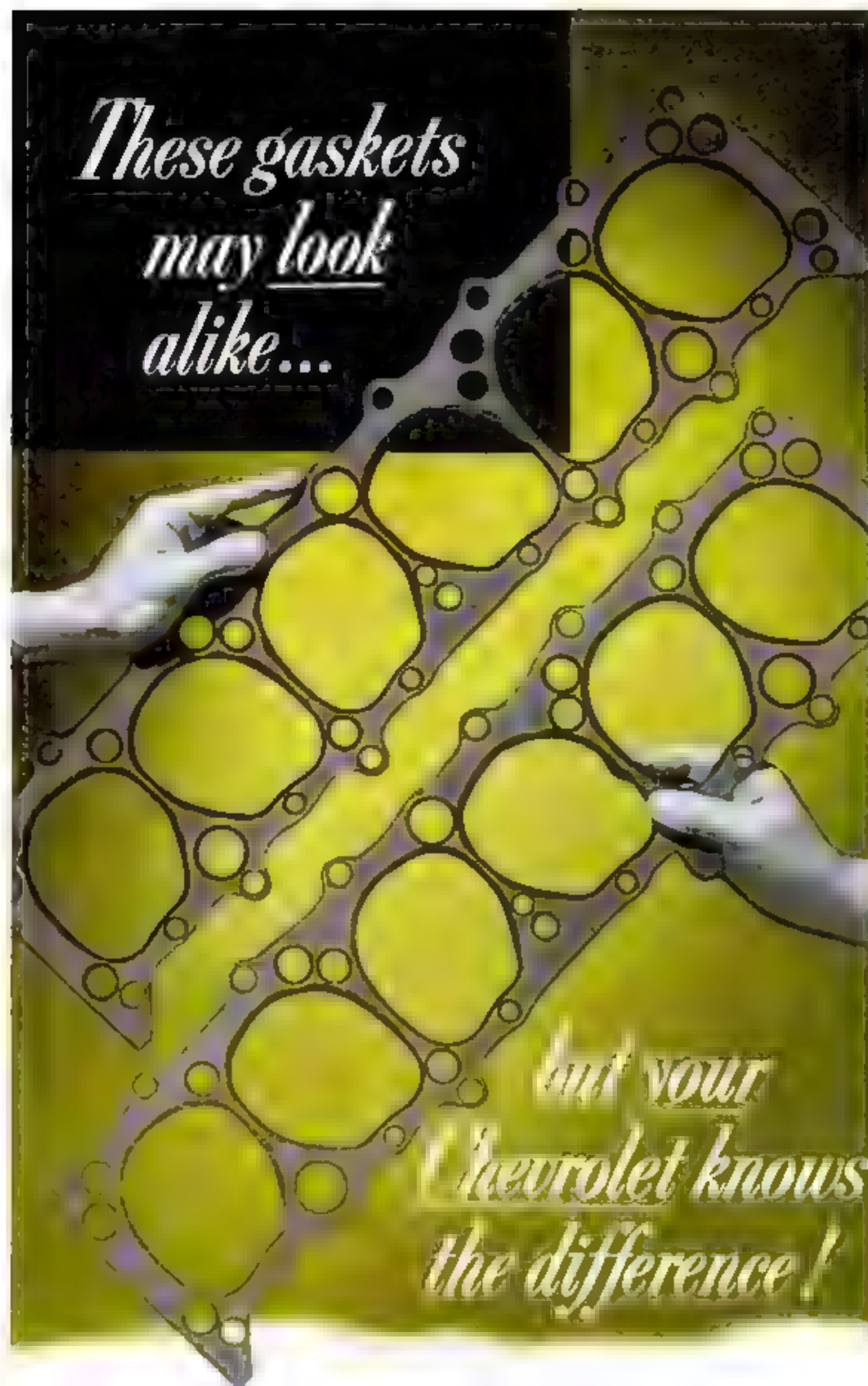


**LONG GRAIN CONVERTED
RICE**

"Uncle Ben's" and
"Converted" are
trademarks of
Converted Rice,
Inc., Houston, Tex.

Tune in Garry Moore on TV for
Uncle Ben's Rice every Friday over CBS





Protect the performance of your Chevrolet with Genuine Chevrolet Parts

These two cylinder head gaskets certainly look like duplicates in every respect—but that's where the similarity ends. For, one was manufactured of the same fine quality materials and with the same high standards of workmanship used in your Chevrolet's original factory-installed gasket. It's made to fit right . . . function better . . . last longer. You can protect the performance of your Chevrolet by making sure that replacement parts aren't just parts that look like the original. Always specify Genuine Chevrolet Parts . . . installed by your Chevrolet dealer and leading independent garages and service stations everywhere.



Always ask for Genuine Chevrolet Parts
AVAILABLE WHEREVER YOU GO
Made to fit right, function better, last longer



Your Chevrolet Dealer

LETTERS TO THE EDITORS

CONTINUED

FIRST CLASS CHAMPION

Sirs,

In your tennis story ("Big Man with Big Game," LIFE, Sept. 21) you referred to Tony Trabert as Seaman 1/C Marion Anthony Trabert.

For your information the Navy's rating structure goes seaman recruit, seaman apprentice, seaman.

I take it that Trabert should have been designated seaman. In the Air Force, 1/C yes, in the Navy, no!

LIELT JOHN E. CHRISTMAN

U.S.S. Olmsted

• Yes, just plain seaman.—ED.

FRENZIED BELTER

Sirs:

In your story, "Bryant the Belter" (LIFE, Sept. 21), mention is made that Joyce Bryant came from a Seventh-day Adventist family. She may have been a member of that religious group once but she most certainly is not now. Three things combine to prove the truth of this statement. 1) Adventists do not believe in torturing their bodies. 2) they do not believe in attending nightclubs. 3) they do not believe in watching or in taking part in performances such as Joyce Bryant engages in.

STANLEY J. STERLING

Reedsburg, Wis.

A BOSS TALKS BACK

Sirs,

In your editorial "Twilight of the Bosses" (LIFE, Aug. 31) you pay tribute to the late Edward J. Flynn, and take a gratuitous slap at me. [LIFE referred to "faded bosses such as Pendergast, Hague, Crump"]

[ED] Despite your sneer at me, I probably have been successful in more elections than any other man in America. I was elected 25 times myself as police commissioner, mayor, congressman, county treasurer, national committeeman, etc. and have assisted in 92 other elections during 51 years without a single defeat in Memphis and Shelby County. I fail to recall that Pendergast ever ran for any important office. . . . Hague, as far as I can remember, limited his official activities mainly to the offices of mayor and national committeeman, though his leadership perhaps covered a much longer period than Pendergast's.

I have never been charged with dishonesty. . . . Beautiful parks, clean streets have won Memphis awards for City Beautiful. We have no organized vice. We have low fire rates, the lowest tax rate of any U.S. city over 30,000 population. We own our light, gas and water plants which are highly profitable. I led the move to make that purchase.

The good people down here would never have supported me all these years if they had thought I was the type of man to play on Pendergast's team.

E. H. CRUMP

Memphis, Tenn.

• Boss Ed Crump has never been charged with dishonesty. The charge against him was always strong-arm stuff, as in an election in 1928 when all Memphis newspapermen in sight were jailed for threatened breach of the peace. —ED.



"I could keep this up all night, honey, now that I'm wearing slippers with Foamex comfort cushioning!"

In shoes . . . In slippers . . . ask for the pillow-soft comfort of Firestone Foamex cushioning.

Firestone
FOAMEX

For rugged good looks!



new **"AIR KING"**
Pony Horsehide Jacket

A handsome new jacket of fine, top-grain Pony Horsehide . . . highlighted by hand-laced collar and pocket flaps. Luxurious quilted Skinner's Satin lining. Knit wool bottom and cuffs for solid comfort. Choice of colors at \$37.95. See your Lakeland dealer or write for his name.

Lakeland Mfg. Co., Sheboygan, Wisconsin

Lakeland
SPORTSWEAR
protects you handsomely



Stewardess Heimbach and Pilot Coyne examine envelope with \$1,000 bill in it after flight. Even a 17,000 foot altitude, temperature changes of 95° and wind velocities of 386 m.p.h. hadn't loosened tight sticking Texcel Tape.

\$1,000 taped to speeding plane proves TEXCEL TAPE sticks tight!

Yes, we bet a \$1,000 bill on the sticking-power and strength of Texcel Cellophane Tape—and we won!

We taped an envelope containing \$1,000 to the fuselage of a big DC-6. The ship flew the 724 air miles from Chicago to New York, and through some bad weather at

that. Yet the Texcel Tape didn't even pull up at the edges.

There's a good reason for Texcel's wonderful sticking-power. It simply has better "stickum"... made possible by a remarkable new ingredient called Neotril that makes Texcel Cellophane Tape stick smooth, tight and long.

Next time you buy cellophane tape make sure it's **TEXCEL**—the tape with better "stickum." When you want to mend torn paper or do any of dozens of important little fix-up jobs, you'll bless the way it lies smooth and hangs on.

TEXCEL®

cellophane tape



PERMACEL TAPE CORPORATION

Up to 30 times more disinfectant YET AMAZING NEW "LYSOL"

**New, Improved "Lysol"
Effective 7 Full Days!**

**Effect Of Bleaches Lasts
Less Than 2 Hours!**

New "Lysol" works longer for you—far longer than bleaches.

When tested against two leading bleaches, new "Lysol" retained its effectiveness for 7 full days. But the effect of the bleaches lasted less than 2 hours when tested against a variety of germs including streptococci (involved, for example, in scarlet fever and strep throat), typhoid bacilli, and fungus causing "Athlete's foot." So always be sure to put new "Lysol" in your cleaning water for continuing anti-bacterial action.

**The Soapy Action Of "Lysol"
Removes Rings From Bathtubs!**

You'll like the soapy, cleaning action of new "Lysol." You'll be amazed at the ease with which it removes rings from bathtubs. Use "Lysol" regularly in your cleaning water. Just add 2½ tablespoons of "Lysol" to a pail of water. You'll find that new, improved "Lysol" Brand Disinfectant is ever so economical because it's highly concentrated. A very little goes a long way. This is another reason why many leading hospitals clean and disinfect with "Lysol."

Gentle To Hands!

You'll be glad too, that new "Lysol" in proper solution is truly gentle to hands. Used as directed, it will not redden or irritate the



skin! So use "Lysol" Brand Disinfectant whenever you clean without fear of rough red hands. Use "Lysol" with the knowledge that you are giving your family the very best disinfectant protection against disease germs.

Use It With Confidence



**Used In More Than Half Of The Homes
And In Many Leading Hospitals!**

No better assurance of the effectiveness of "Lysol" is the knowledge that many hospitals from coast-to-coast use this famous disinfectant.

Widely Endorsed!

Many public health authorities recommend the use of new formula "Lysol" Brand Disinfectant in flood disasters as well as epidemics. "Lysol" is also used in more than half of the homes of America, to disinfect, clean and deodorize in one

quick economical operation.

Many, Many Uses

"Lysol" is perfect for cleaning, as well as for dozens of other uses. Add new "Lysol" to your laundry water for greater sanitation. Be sure to use new "Lysol" when you clean sinks, tubs, toilets, woodwork, doorknobs, closets, shelves, nursery, kitchen, bathroom, kitchen counters and disposal bins. New "Lysol" even removes rings from bathtubs.

**New "Lysol" Works Where
Pine-oil Products Fail!**

"Lysol" kills important disease germs that pine-oil products fail to kill. And new formula "Lysol" Brand Disinfectant gets into cracks, crevices and crannies—kills disease germs in hard-to-get-at places. So be sure to use "Lysol" when you clean woodwork and tiled floors.

Truly Economical

You will find that new, im-

proved Lysol is truly economical because it is highly concentrated. A little goes a long way. Actually, you need only 2½ tablespoonfuls to a full gallon of cleaning water.

Used In Many Hospitals

No wonder "Lysol" is used in more than half of the homes of America and in many leading hospitals from coast-to-coast.

power than bleaches*... NEEDS NO POISON LABEL! *For Every Disinfectant Need*

New "Lysol" Has A Lighter, Cleaner Smell... But Don't Let That Fool You!

Scientific research brings you another improvement in "Lysol." You will find that new "Lysol" has a lighter, cleaner smell that vanishes in a few minutes after cleaning. But don't let that fool you.

New "Lysol" is just as effective as ever. It's up to 30 times more effective than bleaches.* It kills important infectious germs that pine-oil products fail to kill! So



for best disinfectant results, add new "Lysol" to your cleaning water instead of a bleach or pine-oil product.

New, Improved "Lysol" Is The Dependable, Effective Germicide Of Many Uses!



BABY'S ROOM. Be sure to scrub baby's room with new "Lysol" to keep floor, furniture, play-pen and diaper pail "hospital clean."



WOODWORK. Use new "Lysol" to guard against disease germs wherever hands touch—stair-rails, doorknobs and woodwork.



KITCHEN. Wash floor, walls, sink, counter, stove, refrigerator with "Lysol." Won't harm paint, varnish, linoleum, enamel or metal.



BATHROOM. New "Lysol" keeps bowl, seat, wash basin, walls and floor "hygienically clean". easily removes "rings" from bathtub.

Here is important news for every home-maker in America! Now "Lysol" brings you the greatest improvement in its history! Now this famous disinfectant with the same disinfectant power as ever *needs no poison label!* This truly great scientific achievement makes new "Lysol" handier than ever.

... more convenient for daily use throughout the home. And no bleach—no pine-oil product offers you the germicidal action that new, improved "Lysol" gives you.

Here is the biggest improvement in the entire history of "Lysol"—the trusted disinfectant of many, many uses. Scientific research has just developed and perfected a new, improved "Lysol" which has the very same disinfectant power as ever—yet it bears no poison label. This amazing new improvement permits you to keep "Lysol" handy in your kitchen and bathroom!

More Germicidal Power

Actually, new-formula "Lysol" Brand Disinfectant has up to 30 times more germi-

cidal power than bleaches.* And new "Lysol" kills important infectious germs that pine-oil products fail to kill!

You do a far more effective disinfectant job—at no extra cost, without any extra work—when you put "Lysol" in your cleaning water instead of a bleach or pine-oil product. Further, you enjoy the assurance that you are providing your family with the very best protection against disease germs that may lurk on floors, walls, woodwork, sinks, bathtubs and elsewhere.

In Over Half U. S. Homes

For over 63 years, "Lysol" has done its part in helping to safeguard American homes from disease germs. Today "Lysol" is used in more than half of the homes of America and in many leading hospitals!

*TESTED BY UNITED STATES TESTING COMPANY

New "Lysol" Brand Disinfectant with no poison label and with a lighter, cleaner smell is just as effective as ever. Tests by the United States Testing Company (Test No. 36133, Nov. 27, 1951) show that new, improved "Lysol" is up to 30 times more effective than 5 leading bleaches when tested by a recognized method against the typhoid germ (*Salmonella typhi*) in the presence of organic matter. So for prolonged anti-germ action be sure to put "Lysol" in your cleaning water!

Leading Disinfectant

"Lysol" is by far the leading disinfectant in America. Few other products of any kind have ever had the acceptance that "Lysol" has received from home-makers. So keep "Lysol" handy in your bathroom and in your kitchen!

Kill Disease Germs As You Clean House With New Improved

"Lysol"

Brand Disinfectant

REG. U.S. PAT. OFF.

For your own peace of mind, and to give your family the best disinfectant protection against disease germs, use "Lysol" whenever you clean—wherever you clean! Disinfect, deodorize, clean house in one quick economical step.



SPEAKING OF PICTURES

...A diving horse named Dimah shows form from 40-foot tower

Until Miss Lorena Carver came into his life a few months ago, Dimah was an ordinary Texas horse—a little runtier than most perhaps. Miss Carver decided to reactivate an act which her father had originated 75 years ago. Ignoring the fact that Dimah had no previous theatrical experience and could neither talk, spell nor do arithmetic, Miss Carver trained the horse to dive. Next she hired Marion Hackney, 19, to accompany Dimah on 40-foot leaps from the high tower at Atlantic City, N.J.'s Steel Pier into a 12-foot-deep tank below.

So far as Dimah is concerned, the jump appears to be entirely his own show. After ascending the ramp (*top, left*), he waits at the platform (*top, right*) until the time is right. Then, being neither pushed, pulled, kicked nor catapulted by artificial means, he takes the leap, with Miss Hackney clinging closely. So far, they have made it every time. For doing so well in his first season in show business, Dimah is going to get the winter off and will spend it in Bucks County, Pa., a popular retreat for successful show people.

UP THE RAMP, carpeted and inlaid with narrow steps to give him proper footing, Dimah is escorted by his groom to the 40-foot diving platform where his co-performer, Marion Hackney, waits.

READY TO GO, Dimah, with rider aboard, extends forefeet down the hanging apron (*top*), slides along it until, a few seconds later, he kicks off (*lower picture*).



IN MID-AIR, the horse sails gracefully toward the tank. Miss Hackney, wearing only crash helmet and swim suit, clings to narrow strap round Dmiah's neck.





A typical engine rocker arm at 40 m.p.h.

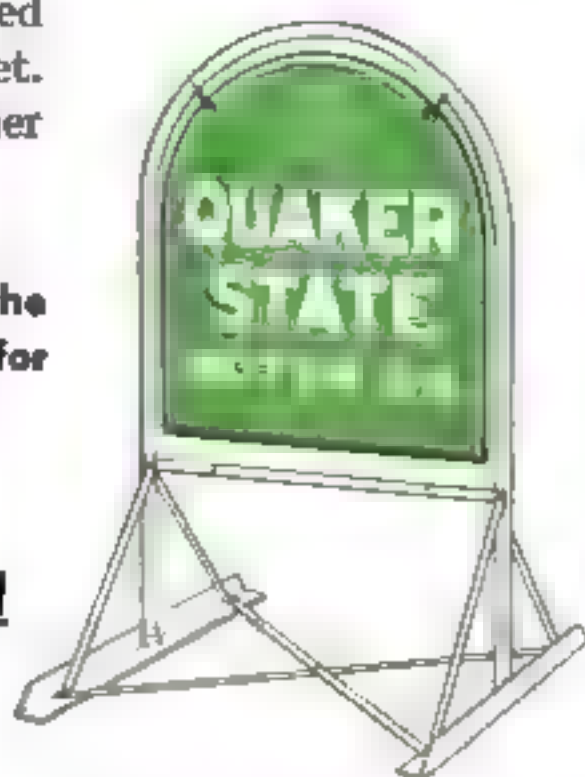
Rocks back and forth 1743 times per mile

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**Modern Engines Demand
Quality Lubrication**



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DIVING HORSE CONTINUED

GETTING MEAL HARD WAY



WITH CARROT AS COME-ON, Miss Carver trains second horse, Del Oro, to dive. From a ramp only 14 feet high, Del Oro repeats Dimah's technique (two top pictures), hits the water in a flying spray and claims reward (bottom).



REO 3-WAY TRANSPORTATION *is your dish!*

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Each business has needs of its own,
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To cut truck costs to the bone.

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*now available in most areas

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PHILCO ANNOUNCES A OF HIGH FIDELITY

PHILCO HF-200 Golden Grid TELEVISION

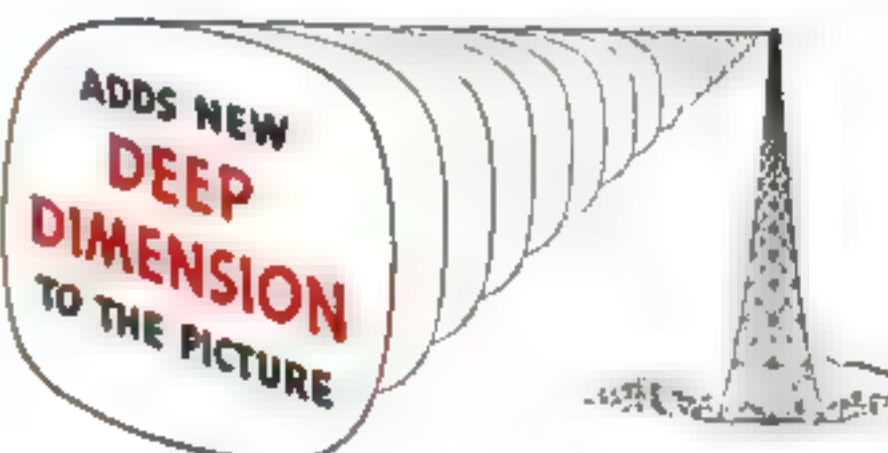
World's First High Fidelity Television With Deep Dimension Picture!

IN performance and picture quality, here—from the laboratories of Philco—is television perfected beyond anything known to the TV world.

No other receiver ever built so completely overcomes the obstacles of distance, interference and noise, or so completely solves the problems of picture stability, contrast and definition. It has no equal in distant or difficult areas. Everywhere it adds *new miles* to reception, new quality of *depth* to the picture. Now you see, not just part of the picture, with background detail lost in blur and diffusion, but *all* of the picture in *deep dimension*.

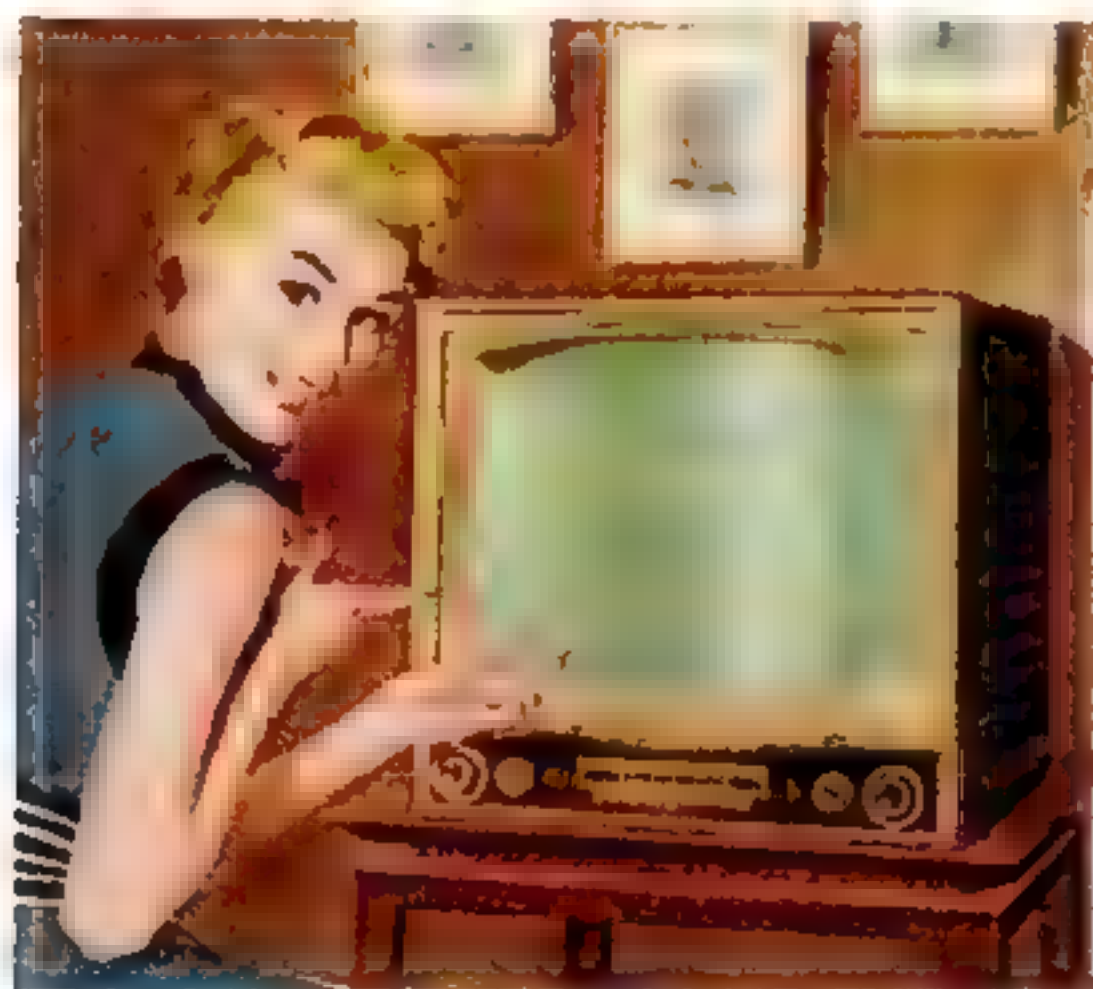
Philco HF-200 television is available in a whole series of striking new models in 27, 24, 21, and 17-inch screen sizes . . . luxurious combinations, consoles, and table models in the widest range of fine cabinetry ever offered. Your Philco dealer has them on display with all of Philco's new 1954 television, including famous Golden Grid models—first in public demand all over America—now offered at new low prices for 1954.

ADDS NEW MILES TO TV RECEPTION



Every Philco is available with Philco's exclusive built-in All-Channel Tuner for UHF.

See your nearest Philco dealer now. 1954 Philco prices range from \$179.95 to \$1,000, including federal tax and warranty. Specifications subject to change.



PHILCO 4004, spectacular value in 21-inch table model with Philco's exclusive directional all-channel built-in aerial. Handsome mahogany finish cabinet of original design. Smart matching mahogany table also available.

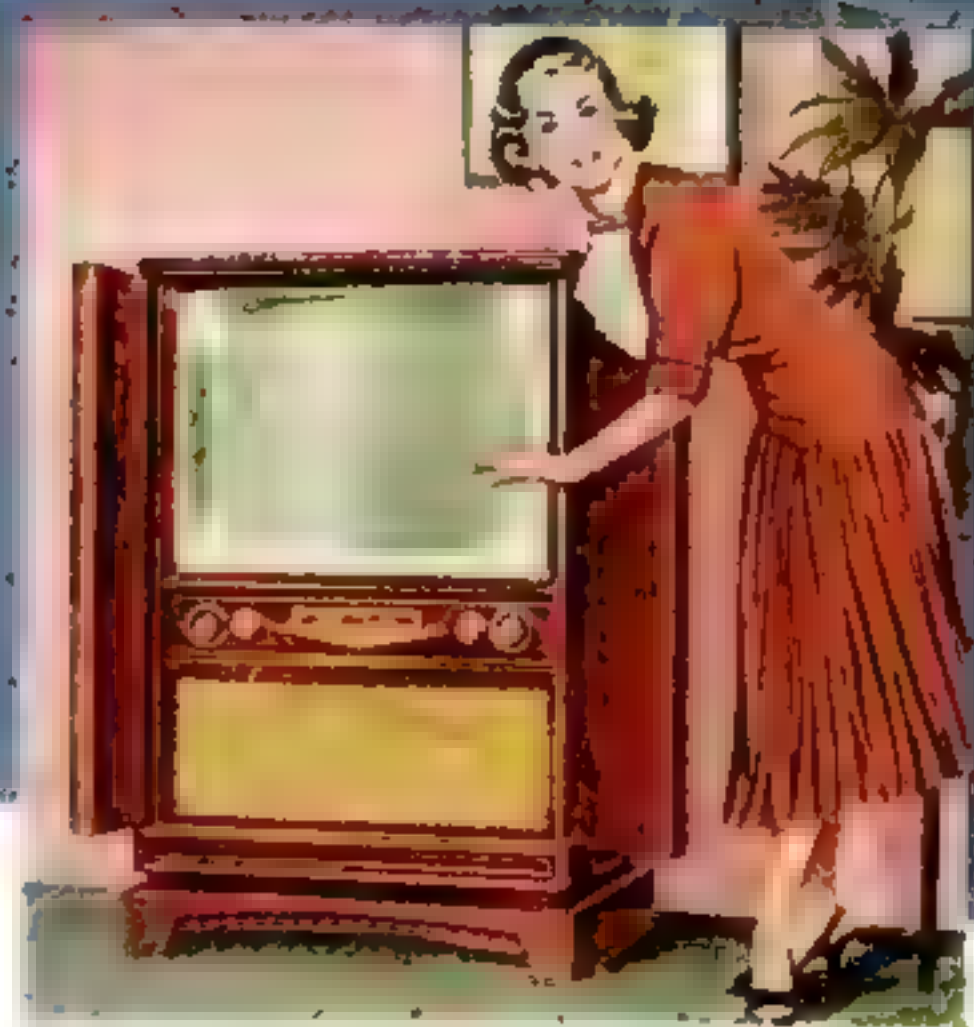


FAMOUS GOLDEN GRID television at new low prices for '54. This 21-inch blond oak console—the Philco 4306-L—is just one of many new and beautiful Philco consoles at your dealer's now.



BIG 24-INCH SCREEN, 335 square inches of the finest picture in television . . . in no more room space than many 21-inch sets. Mahogany veneer cabinet on swivel casters. Philco 6106.

NEW WORLD STANDARD TELEVISION



PHILCO

Philco Factory Supervised Service, industry's largest organization of factory-trained TV specialists . . . available through your dealer. Philco Replacement Tubes improve the performance of any television or radio receiver. © PHILCO CORP.

THE 4308 21-inch console (open view). Imported English hardware. African mahogany veneers, deeply recessed doors typify its luxury. Television at its finest . . . in performance . . . in beauty.

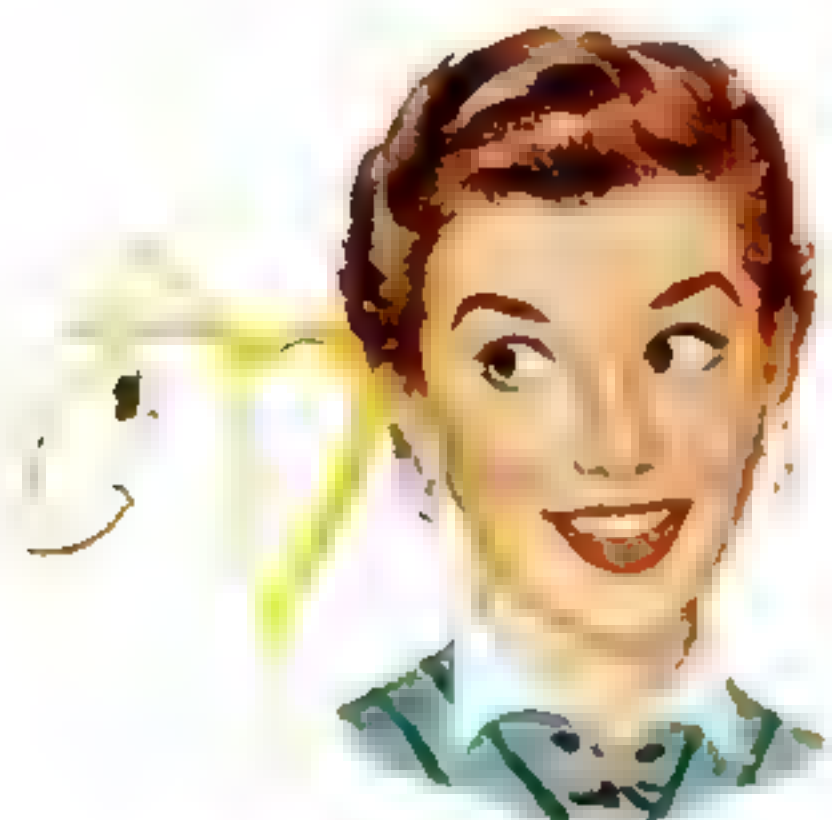


*Only Real Coffee
Tastes like coffee*



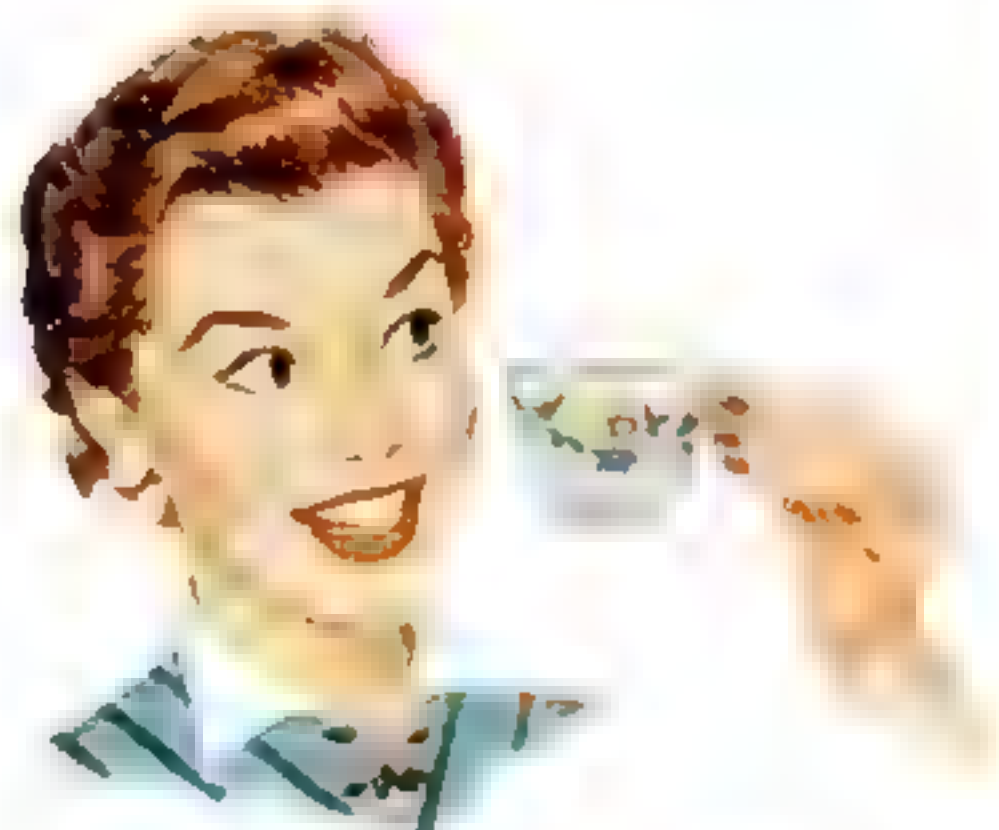
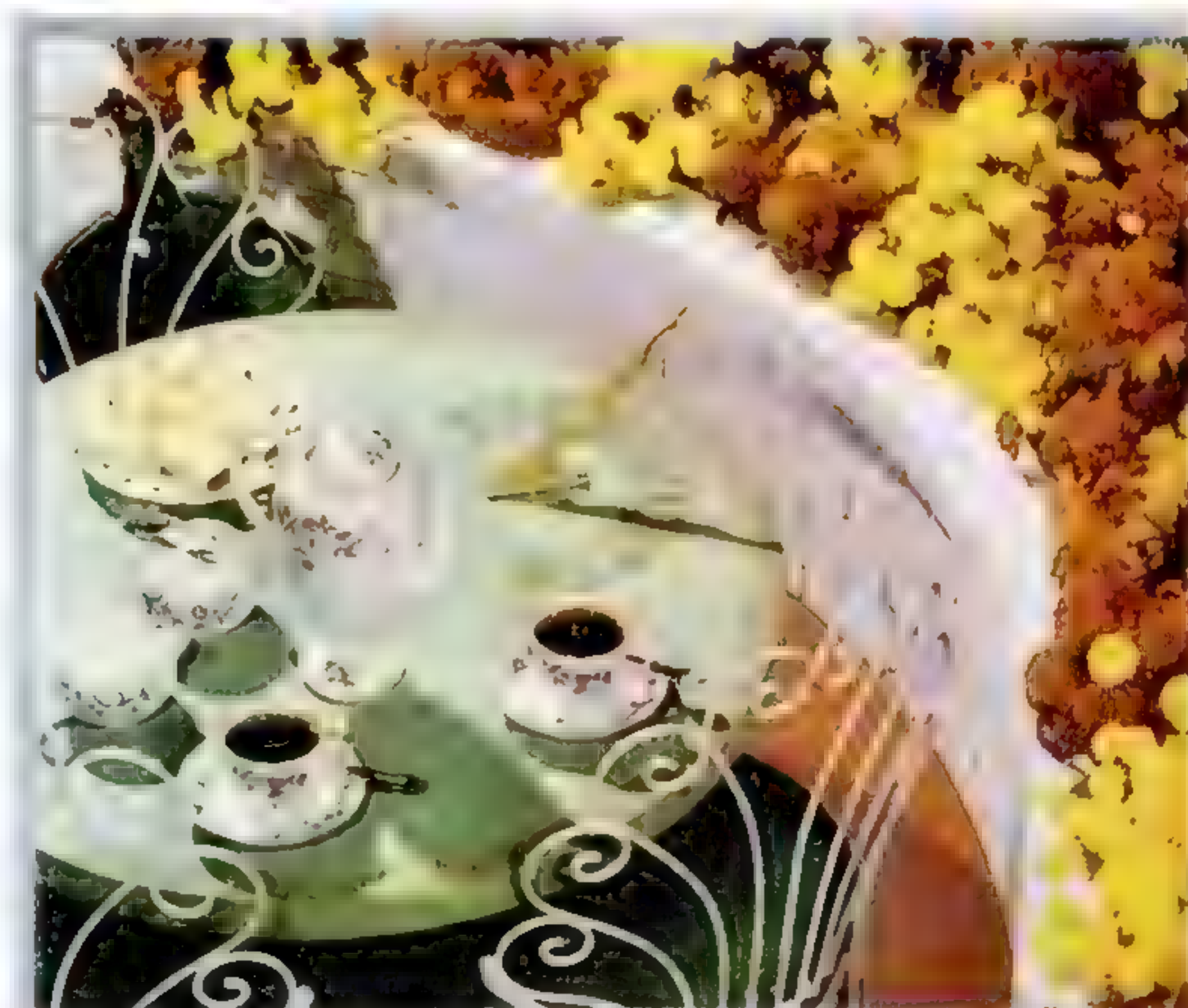
see
the difference

You see Eight O'Clock, Red Circle and Bokar coffee in the freshly-roasted bean, then you see your choice Custom Ground for your coffeemaker . . . you KNOW it's fresh! And fresh coffee is better coffee!



smell
the difference

You smell the mouth-watering fragrance . . . you KNOW it's really fresh coffee! And the tantalizing aroma of *real* coffee, freshly-made, is half the enjoyment!



taste
the difference

You'll taste the difference when you take time to MAKE COFFEE! Only REAL coffee TASTES like coffee. You'll agree . . . this coffee is the coffee for you!

Mild and Mellow

Rich and Full-Bodied

Vigorous and Winery



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EVERY CUP OF CUSTOM GROUND A&P COFFEE COSTS YOU LESS* . . . YET THERE IS NO FINER COFFEE IN ANY PACKAGE AT ANY PRICE.

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PHOTOGRAPHER MARK KAUFFMAN SIGHTS CAMERA AT THE WORLD SERIES AND DODGES TACKLERS

HIGH SPEEDS, HIGH SPIRITS, CAMERA TO MATCH

Our photographers are often asked just what it takes to produce good pictures. There are intangibles like creative genius, intuition and good luck, but there are also more down-to-earth requirements like quick reflexes and the proper equipment. Mark Kauffman, one of the seven staff photographers around the U.S. who covered the return of one-platoon football, had to move fast to shoot the action; he had to move even faster to throw himself clear of the bruising conclusion of an end run (*above, right*). Later, at the World Series, Kauffman used a special sequence camera with a cannonlike telephoto lens to get vivid close-ups of the Yankees and Dodgers at play (*pp. 42, 43*).

Sheer high spirits too are often an asset to producing good pictures. While he was photographing people who were getting tossed off a mechanical bucking horse in Texas, John Dominis was so carried away by the fun that he wasn't able to resist having a go at the bronco himself, with results that were photographed (*p. 214*) by Mrs. Dominis.

A more straight-faced requirement is the ability to work out a sensible plan for photographing a story. Before Ralph Morse could shoot night surf-fishing at Martha's Vineyard, he had to decide what equipment he would need on this difficult job. First he rented a jeep "beach buggy" to negotiate the soft sand. Then he borrowed a small yacht which would stand offshore and shine a light in toward the surf-casters. After that he collected one ton of stroboscopic equipment (generator, condensers, wiring) to provide power to illuminate a sizable section of the beach. Only then did Morse, described by a columnist on the scene as "an ageless young man of ample proportions . . . and the capacity to convey the impression he was jumping up and down when in fact he was standing still," take the exciting and unusual pictures which are included on pages 109 through 112. But the ageless young man wasn't through. Shortly thereafter he started six days' work on the dock strike, which is the lead news story in this week's issue.

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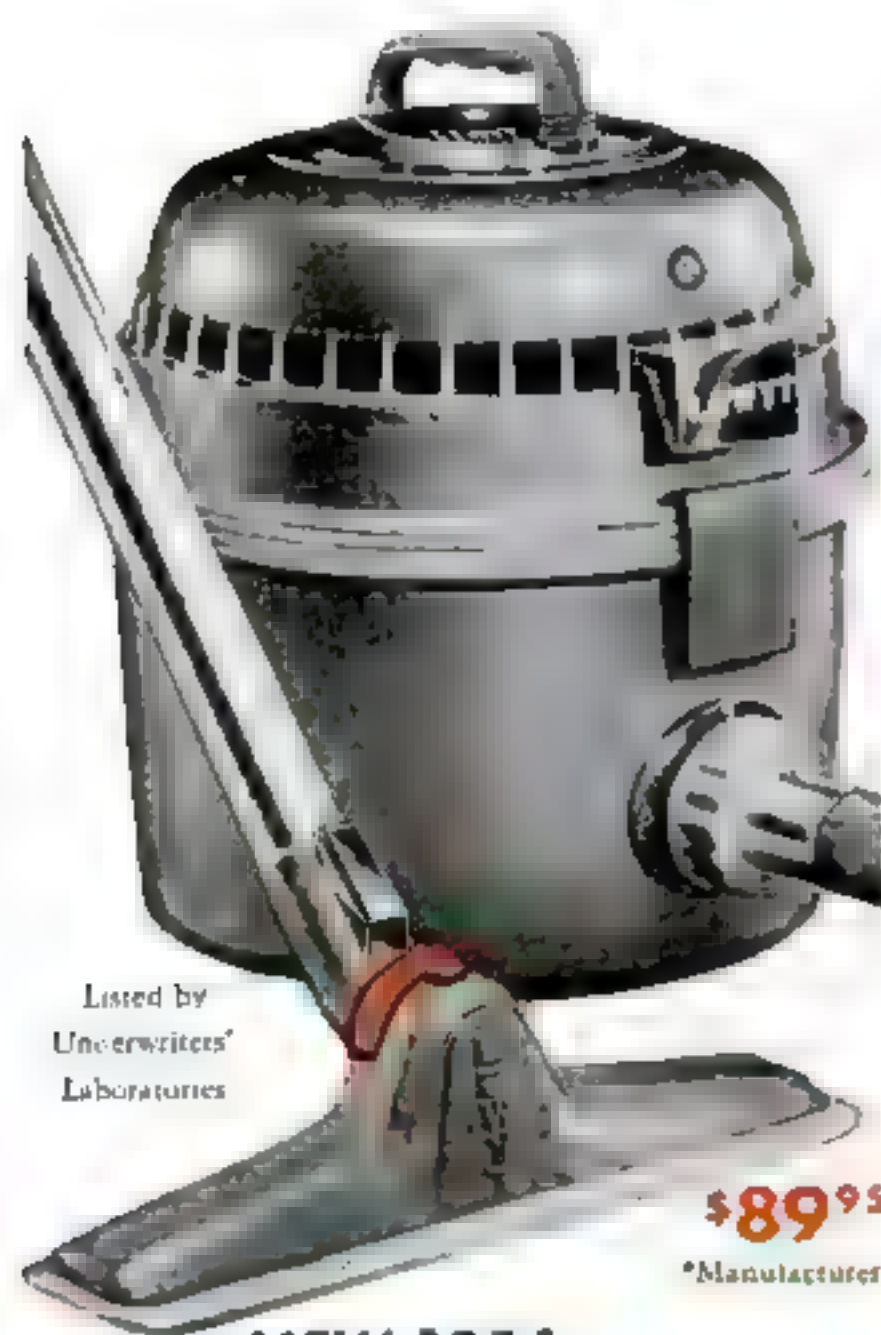
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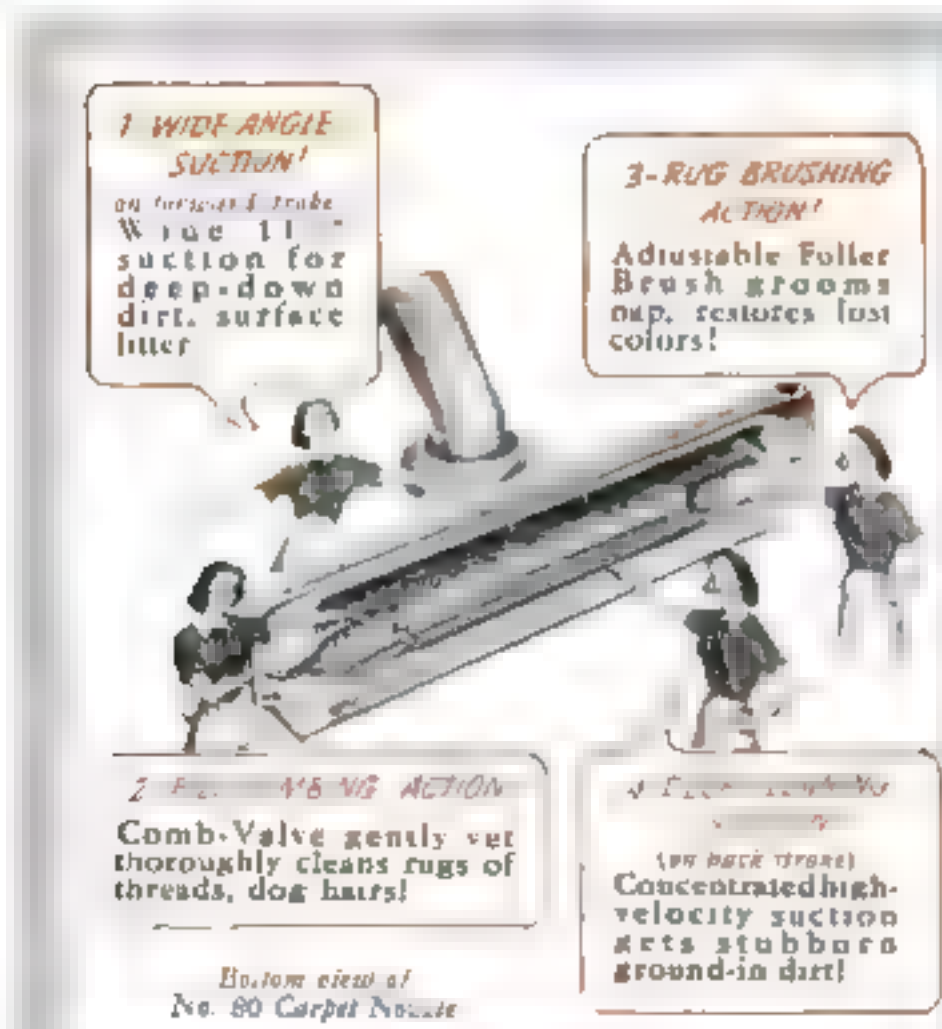
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THE "NO DUST BAG TO EMPTY" VACUUM CLEANER

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Lewyt is also available at leading stores in CANADA

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Never before such quick,
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Imagine! Lewyt's No. 80 Car-
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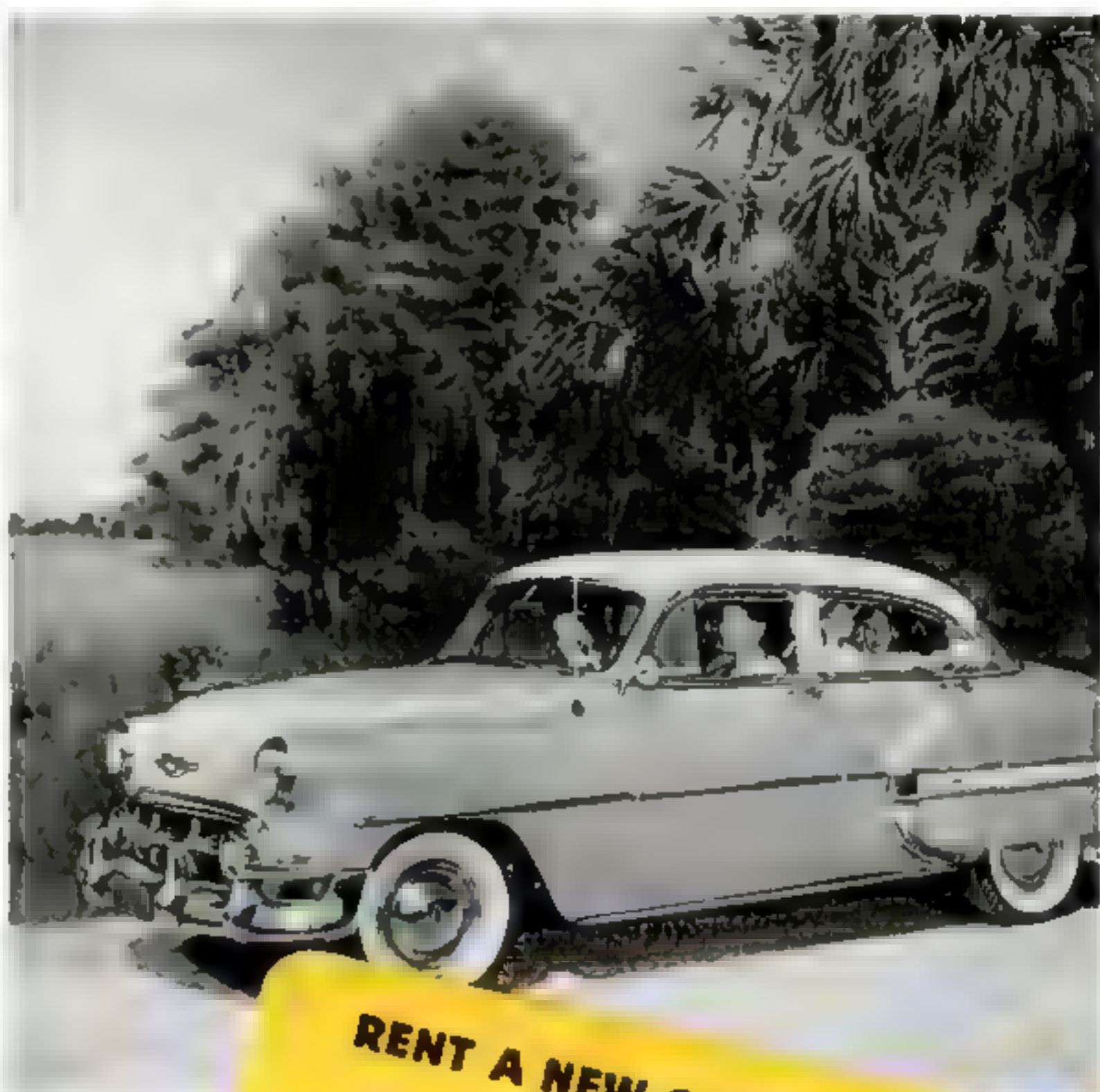
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LIFE

Vol. 35, No. 15

Oct. 12, 1953





PLANNING NEW UNION, Paul Hall (left), East coast head of the seafarers' union (20,000 members), talks with Dave Beck, boss of 1.3 million teamsters.

GOVERNMENT, A. F. OF L. MOVE IN ON THE DOCKS

All the North Atlantic coast ports were still last week as the racketeering riffraff which runs the International Longshoremen's Association called out 40,000 members on strike. The strike—over a small differential in pay between what the union demanded and what the shipping companies offered—was called reluctantly by the union which was beset by more dangerous enemies than the shippers. Arrayed against the I.L.A. were a rival union, the states of New York and New Jersey and the government of the U.S., all of which were displaying a belated but vigorous interest in cleaning up the mess on the waterfront.

The I.L.A. had been expelled from the A. F. of L. because it would not oust the hoodlums who ran it. A new A. F. of L.-sponsored union, also called the I.L.A., was pushing to take over the longshoremen. A commission established by New York and New Jersey was threatening to keep ex-convicts out of responsible jobs on the docks. Caught between these threats and the expiration of their contract with the shippers, the I.L.A.'s leaders called out their men. Nothing moved on the piers save military troopships and some passenger liners whose passengers had to carry their own luggage. On appeal from the shippers, who had been urged by Governor Dewey not to deal with the old union, President Eisenhower called on the Taft-Hartley law, which would require the strikers to go back to work for 80 days. In that uneasy "cooling-off" period the dock walllopers faced for the first time in their lives a chance to decide their own fate (next page).

← **STRIKE TRAFFIC** clogs anchorage on Bay Ridge flats between Staten Island and Brooklyn. Some of these ships are partially loaded, while others are empty and waiting for a chance to get into the New York docks to load. This placid scene is disturbed only by a passenger ferry (right) and railway barges (left).



GUARDING JOE RYAN, armed men patrol hospital where base of old I.L.A. is under observation.



A FEW OF THE THOUSAND POLICEMEN WHO PREVENTED VIOLENCE ON DOCKS GET INSTRUCTIONS

NEW RULES AND A NEW UNION BRING

The average longshoreman is a decent citizen, making a fairly decent living (\$2.27 an hour) in a world where life is always rough and sometimes unnaturally short. If he has let himself be pushed around and plundered by the racketeers, it is largely because he has been too scared of a bullet or a beating to do otherwise.

The new strike opened with all the rumblings of a bloody war between rival unions, but an unprecedented marshaling of police made the waterfront a safer place than it is even in times of labor peace. The workers meanwhile were pondering the most important choices of their working life. The National

MEN OF LOCAL 895 WHICH BOLTED THE I.L.A. STAND ON THE CURB ON WEST STREET LOOKING AT PICKET LINES SET UP BY THE OLD UNION ON THE DOCKS





PADY CONNOLLY, REPLACING AILING RYAN, TESTIFIES BEFORE PRESIDENT'S FACT-FINDING BOARD

HOPE FOR A NEW DEAL ON THE DOCKS

Labor Relations Board can guarantee them a secret election if 30% of the members of the old union sign up with the new one. An indication that they would come after the Waterfront Commission—out to drive criminals from key jobs—distributed registrations which have to be filled out by every longshoreman who wants

to work on the docks after Dec. 1. The old I.L.A. leaders, who would be hard-hit by the regulations against employing ex-convicts as hiring agents, told their men not to send in any registrations. But in three days, 7,000 men—almost a third of the New York dockworkers—had defied them and replied (right).



STACKS OF CARDS representing dockers' registrations pile up in Waterfront Commission offices.

THE POWERFUL FORCES RANGED AGAINST RYAN MACHINE WHICH THEY HAVE BEEN FIGHTING FOR YEARS HAS GIVEN QUIET CONFIDENCE THEY CAN BEAT IT





A MIRACLE OF SURVIVAL IN KENTUCKY BEANPATCH

The C-46 chartered by the Army to ferry 48 Puerto Rican GIs from Camp Kalmer, N.J. to Fort Knox, Ky., descended gently onto Louisville's Standiford Field. Only 200 feet over the runway it suddenly stalled and plunged into

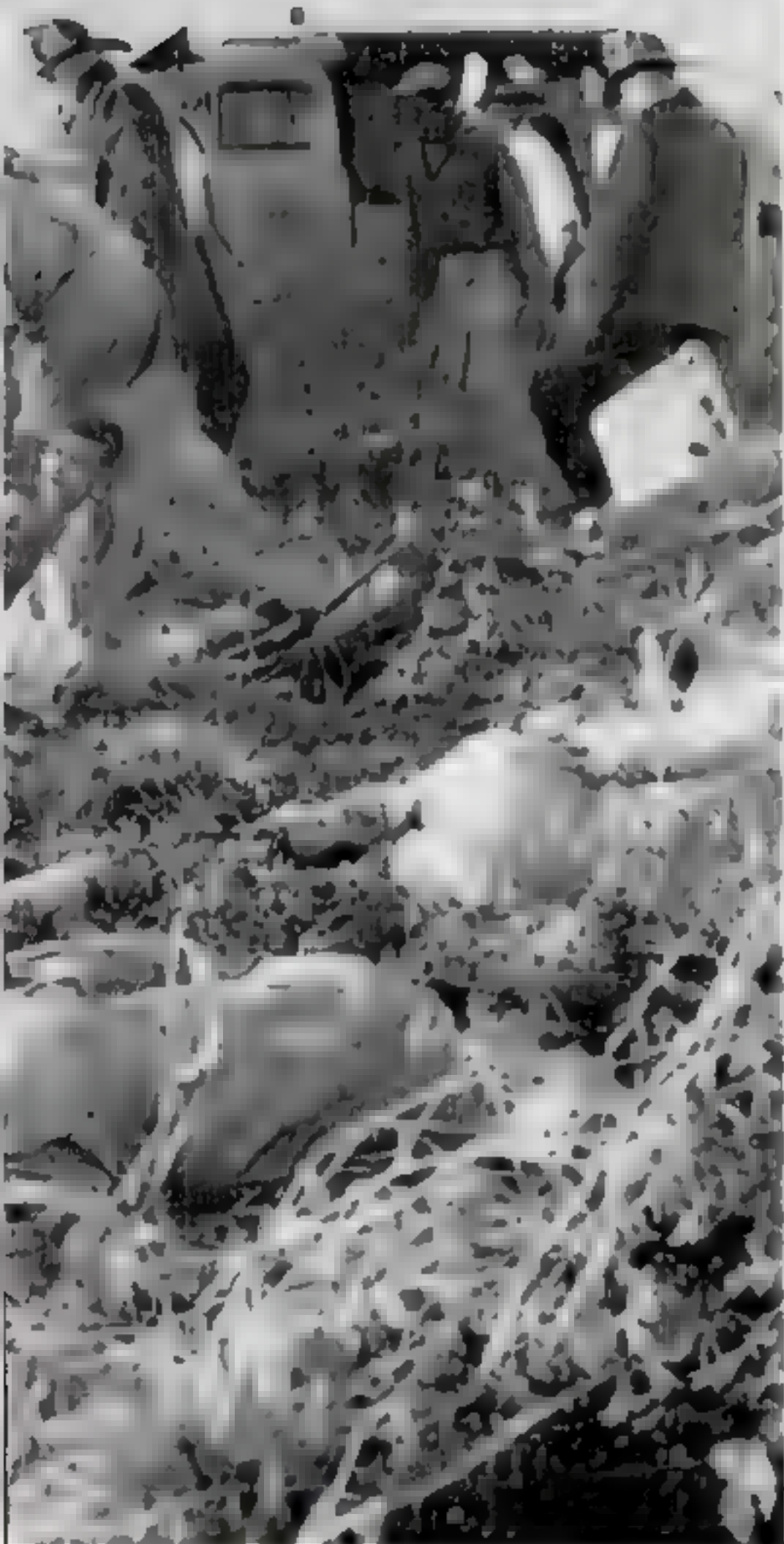
a nearly soybean patch. The startling scene above was taken five minutes later by a Kentucky state trooper. By some miracle 13 aboard survived. Their bodies were piled up among the dead, Anguished Spanish invocations. Maria,



A SURPRISE HAPPY ENDING FOR ALICE WHO PLAYED HOOKY TO GET A RING



A big-bargain diamond sale at S. Klein in New York City led just as Alice Witt, 18, and Frank De Chirico, 21, decided to get engaged. Alice reported in "sick" to Guaranty Trust Co., where she worked, and hied-ho with her fiancé for the store, where a newspaper photographer took a picture of the two (left) picking a ring. Next day a bank officer saw the picture



Maria" filled the air, as rescuers did their grisly sorting around the severed fuselage. One survivor sat stiff in his plane seat. Another (*foreground*) raises a clenched fist in a desperate message to rescuers that he is not dead.



A WEEPING, WAILING HOMECOMING TO COMMUNISM

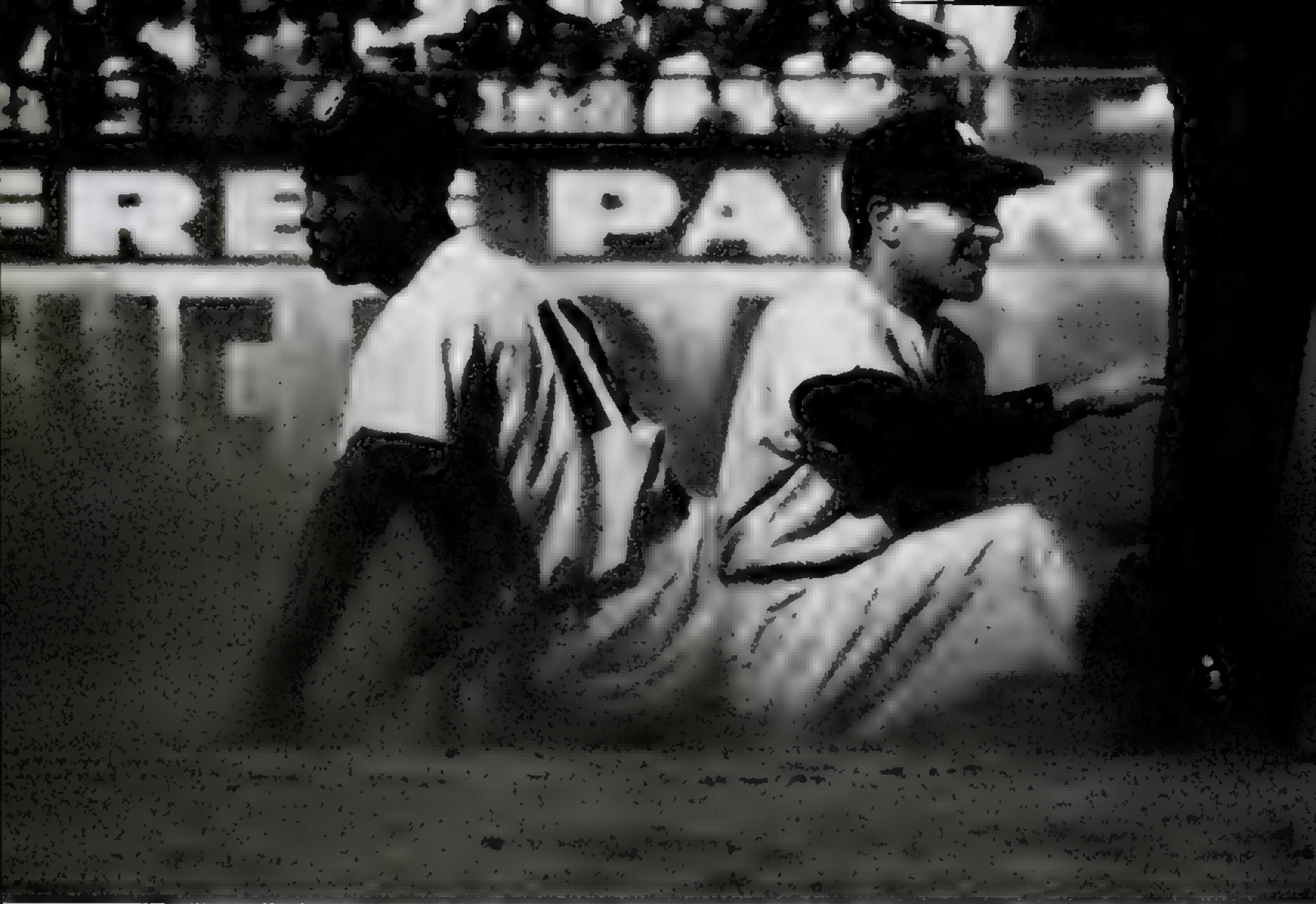
Screaming and weeping, this crippled Chinese U.N. prisoner is being carried back to Communist lines in Korea at his request. He refused repatriation, then, together with 64 other highly suspect "anti-Communists," he changed his

mind. The vast majority of the prisoners rioted in protest whenever Red observers came near. Indian guards shot at them, killing three, and the Indian-led repatriation commission seemed less and less neutral to the U.N. command.



and fired Alice, who smiled bravely, telling the elevator starter goodby (*second picture*). Her plight reached the ear of McGregor Sports Wear Co., which hired her (*third picture*) at \$7 a week over her old job. Klem, enthralled at the free publicity, gave her a \$105.95 wedding gown (*right*). It seemed to Alice all the world loves a lover—all, maybe, except banks.





SECOND BASE SIT-DOWN follows attempt of Dodgers' Gilliam (*above, left*) to steal. Having tagged him out, Yanks' Rizzuto happily tosses ball away.

THIRD BASE DANCE (*below*) by Yankees' Billy Martin, most bumptious player in the World Series, fails to interest stolid umpire standing behind bag.

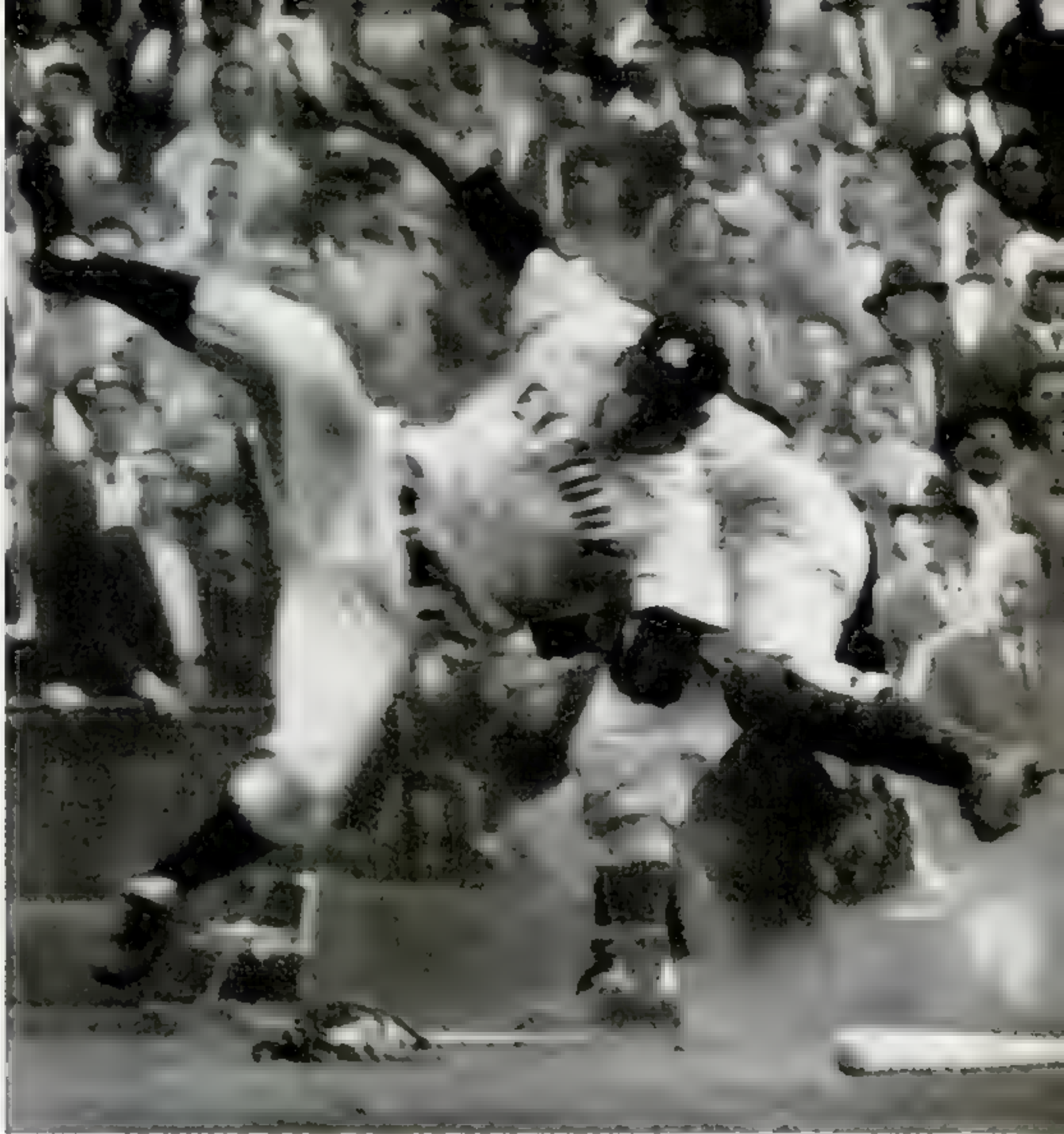
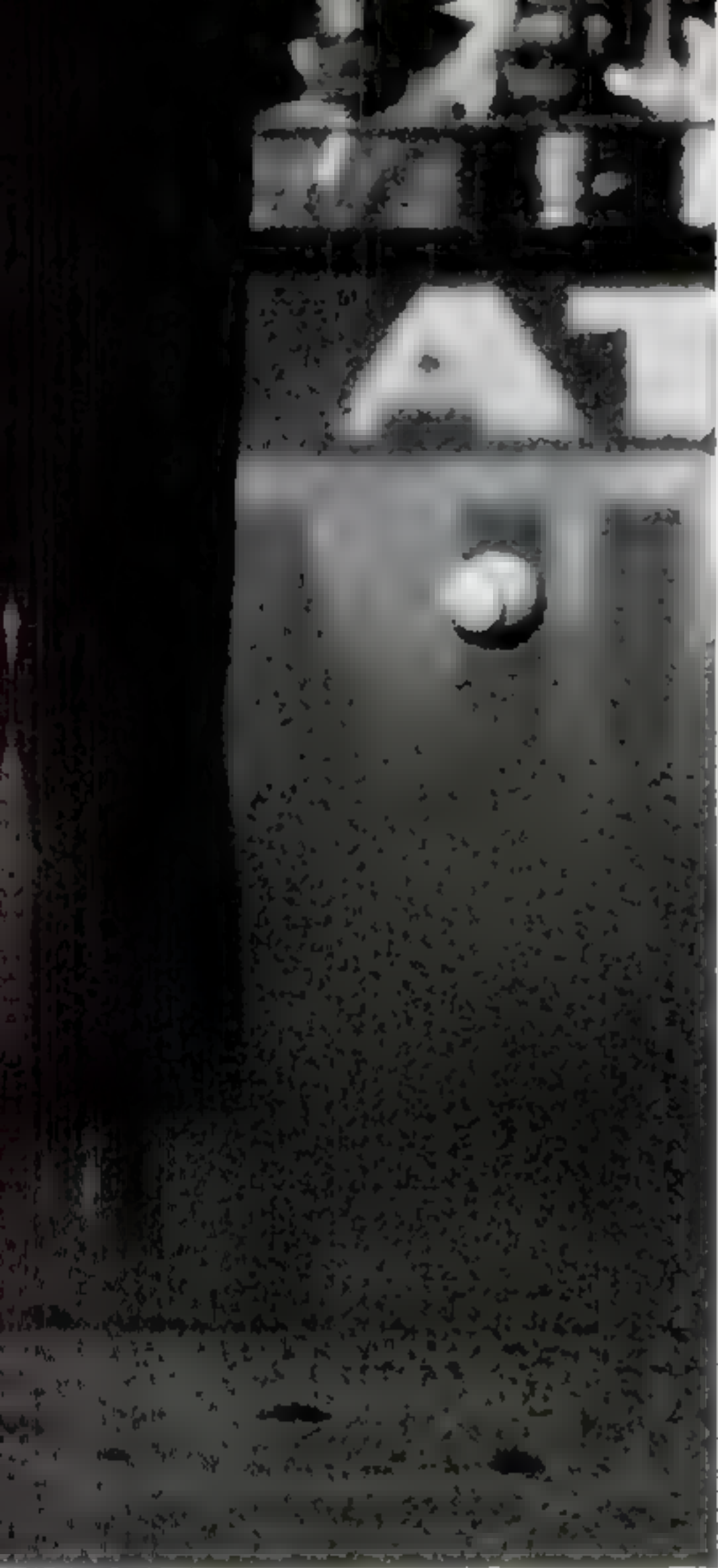


UMPIRE'S VIEW OF THE SERIES

A new camera gets right on top of the spilling, sprawling play

The Yankees and the Dodgers sprawled and spilled over the diamond as they fought in the World Series. The tight, tough play thrilled the country's fans but none of them—not even those in the ball park's best seats—got as good and close a look at it as the photographs on these pages provide.

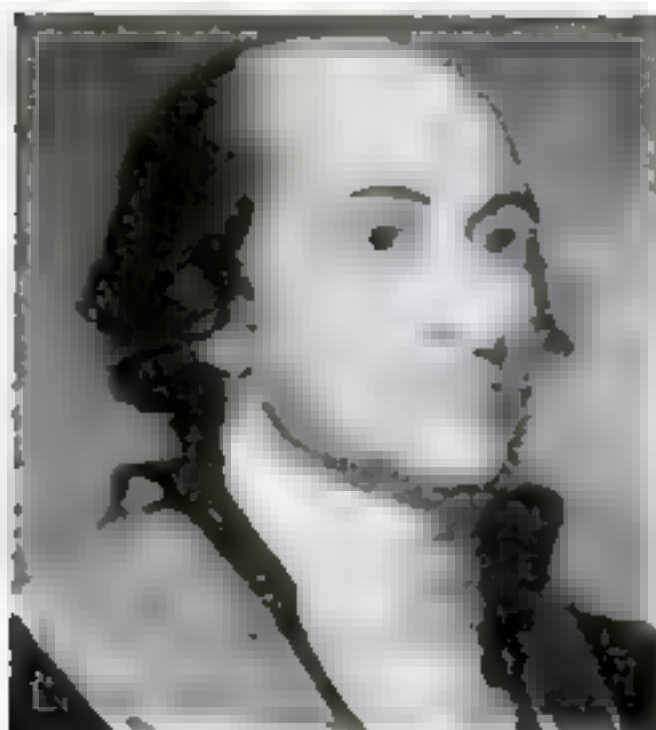
To take them LIFE Photographer Mark Kauffman used a specially built sequence camera with a 400-mm. telephoto lens. After winding up his camera, Kauffman could give all his attention to picking and following a play, letting his camera grind away, taking pictures at the rate of five a second. Then out of each sequence he could pick his best shots. This way he got the odd juxtaposition of players after a flurry of action (*above*), the burly-burly around home plate (*opposite page*). All in all he was able to show the game as it is seen by the cold-eye umpires standing right on top of the play.



HOME PLATE COLLISION sends the Yankers' Martin spinning after Catcher Roy Campanella had jammed the ball into him to end ninth inning rally.

HOME PLATE SPRAWL (below) brings Dodgers' Carl Furillo tumbling safely down the line, splashing Yankee Catcher Yogi Berra and scoring a run.





JOHN JAY 1789-1795

The first Chief Justice was a New Yorker who played conspicuous part in starting the Revolution and winning approval for the Constitution.

THE 14TH CHIEF JUSTICE

Appointment of Warren puts skillful manager in a post which needs one

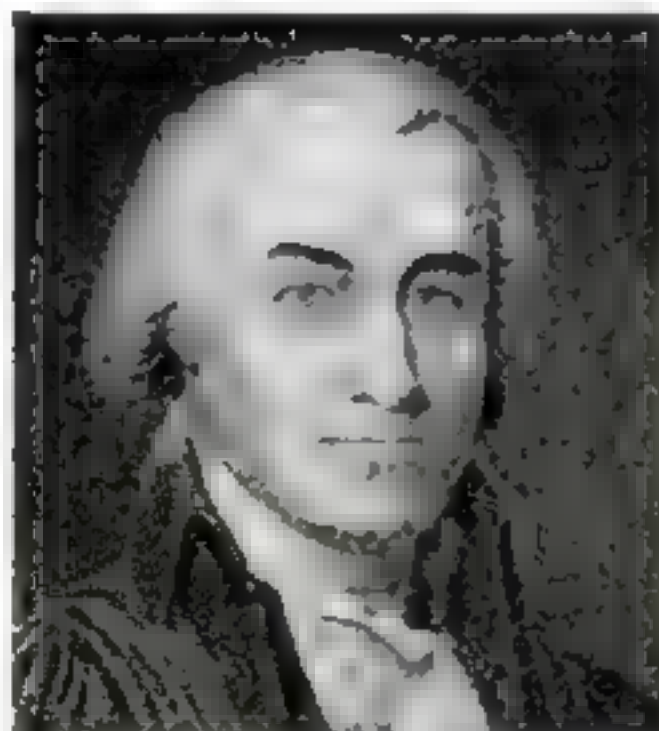
President Eisenhower's choice of Earl Warren, governor of California, to be Chief Justice of the U.S. was praised almost unanimously as an appointment which put into the post a man peculiarly fitted for it at this time. As head of a Supreme Court now widely divided both in caliber of its members and in their philosophies, the Chief Justice must allot cases judiciously and must try to keep different views from irreparably splitting the court. The liberally inclined Warren has proved astute as an administrator in

keeping state machinery moving, and as governmental team leader in reconciling opposing views. In his important but overlooked post as head of the whole federal judiciary, Warren can give efficient management to the court system. Some few complaints were heard that Eisenhower should have chosen a man from the bench rather than from politics. But a look at the past Chief Justices (*this page*) shows that at least two men appointed from politics—Marshall and Taney—became two of the greatest Chief Justices.



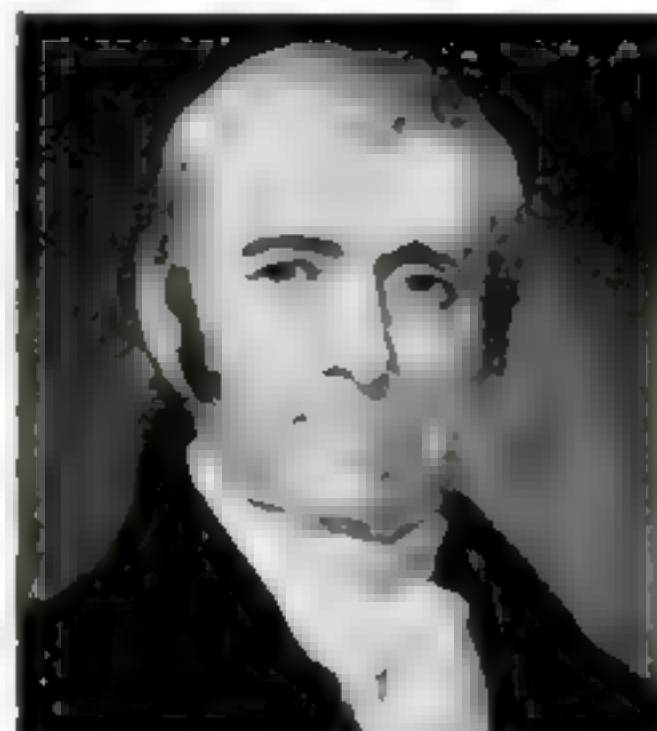
JOHN RUTLEDGE 1795

This South Carolinian, a former Justice, was given recess appointment. But senators, doubting stability, rejected him. Afterward he went insane.



OLIVER ELLSWORTH 1796-1800

A former U.S. Senator from Connecticut, he was best known for his work in drafting the Judiciary Act (1789) which prescribed Court's procedure.



JOHN MARSHALL 1801-1835

Generally regarded as towering above them all, this Virginian established both the power of the federal government and of the Supreme Court.



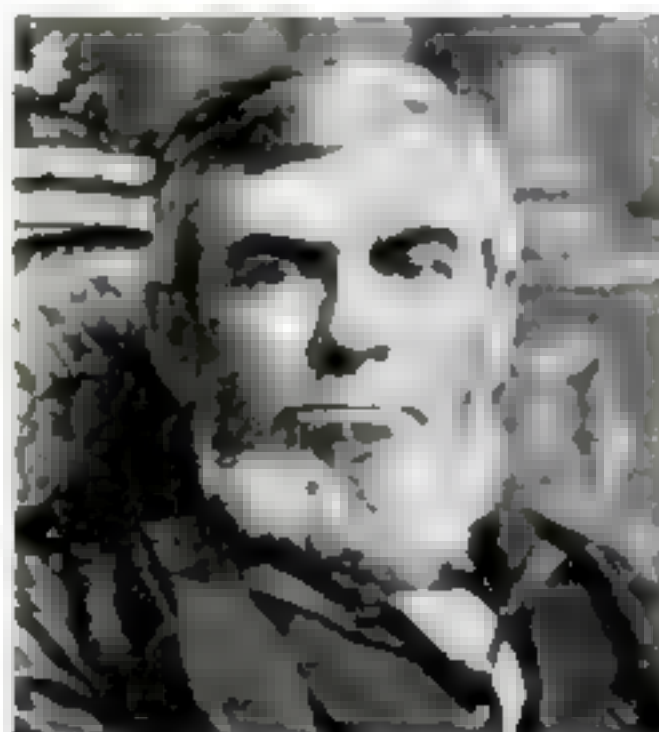
ROGER BROOKE TANEY 1835-1864

A stickler for states' rights, he wrote Dred Scott decision giving aid to the slavery cause. Although a Southern sympathizer, he supported the Union.



SALMON P. CHASE 1864-1873

As Treasury Secretary he advocated the act which made Civil War paper currency legal tender. But as Chief Justice he held act unconstitutional.



MORRISON R. WAITE 1874-1888

The counsel who won the Alabama claims case for U.S. was one of hardest working Chiefs in history, wrote over 1,000 opinions in his 14 years.



MELVILLE W. FULLER 1888-1910

A traditionalist, he was criticized as defending wealth. He introduced continuing custom of having all Justices shake hands before each conference.



EDWARD D. WHITE 1910-1921

He was one of few to be elevated from Associate Justice to Chief. Though a former Confederate soldier, he declared anti-Negro statutes unlawful.



WILLIAM HOWARD TAFT 1921-1930

The ex-President served with distinction on court, made office for the first time head of whole federal judicial system, not just of the high court.



CHARLES EVANS HUGHES 1930-1941

The most distinguished modern Chief Justice, he gave Court great prestige. He resigned as Associate in 1916 to seek presidency, came back as Chief.



HARLAN FISKE STONE 1941-1946

A Coolidge appointment as Associate Justice, he was made Chief by Roosevelt. He wrote important decisions like one upholding Social Security.



FRED M. VINSON 1946-1953

The big Kentuckian, whose death on Sept. 8 created the vacancy, managed to keep the Court's feuds—notably Black vs. Jackson—from bursting out.



HUMBLE WARREN, at traffic safety conference, his last appearance in the assembly chambers of the

state capitol, bows his head during ceremonies. The frame above holds a portrait of Abraham Lincoln.



DEPARTING WARREN bids farewell to associates who worked with him during 10 years in office.



PLEASED SUCCESSOR, Lieut. Governor Goodwin J. Knight, gets wreath on becoming governor.

FROM ONE BLAZE TO THE NEXT THE FIREMEN FOLLOWED THE FIREBUG ABOUT TOWN_____



FIRST FIRE in Potlatch lumberyard also burned out adjoining home of yard manager Sager E. Larson, here examining belongings rescued by neighbors.



WHILE FIRST FIRE RAGED, the firemen took on \$180,000 second blaze at a produce company which burned vegetable sorting machinery and railroad cars.

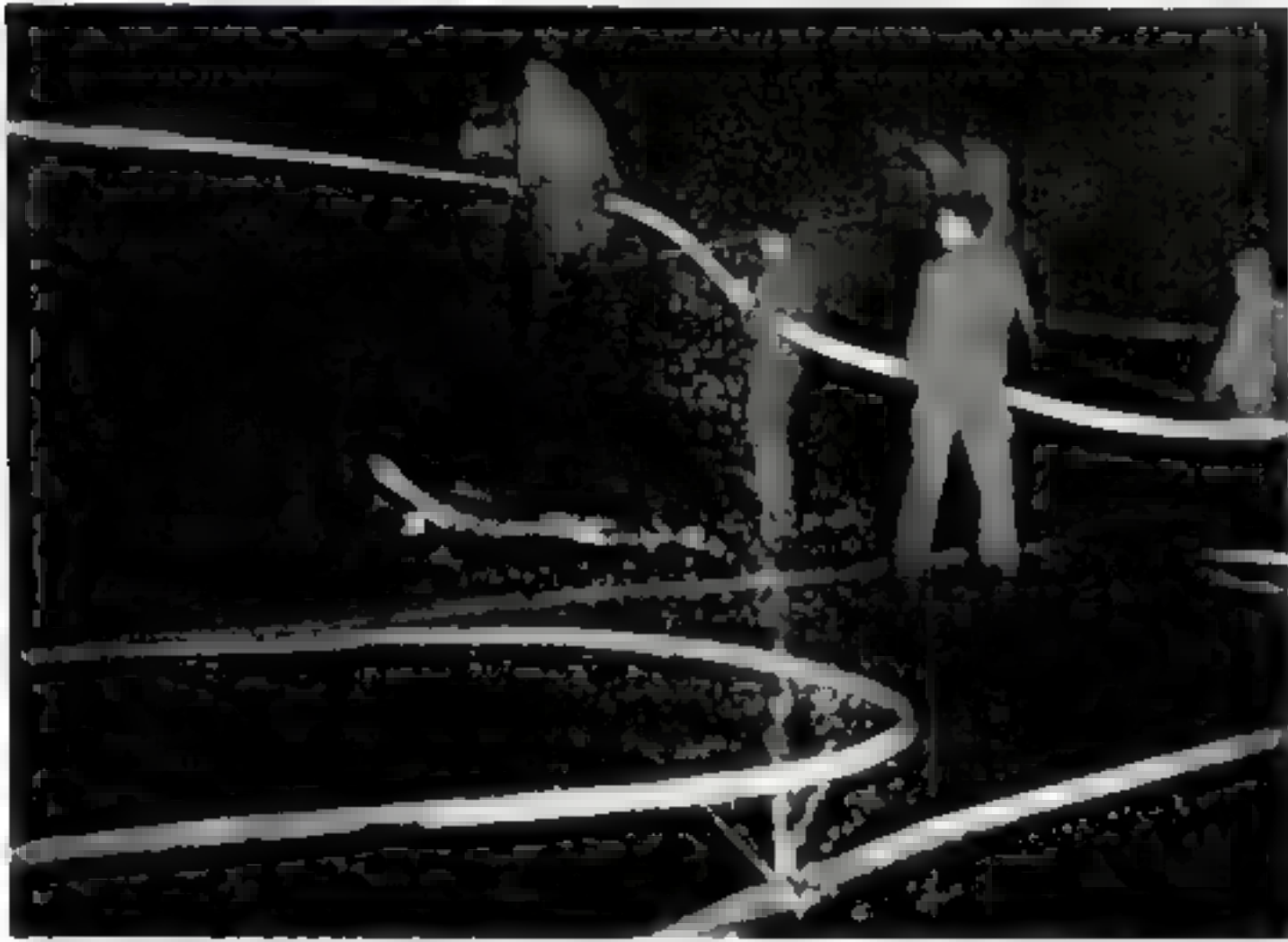
AN ARSONIST RUINS THE SLEEP OF MOSES LAKE



BUSINESSMAN ON GUARD, Steve Reeves, owner of a plumbing and heating company, watches at an isolated concrete mixing company with a .22-caliber rifle.

TOWN ON GUARD is reflected by lights on lake from area of homes that normally would be dark.





LEAKY COUPLING on hose showed haste with which lines were set up to fight third fire in building-materials company. Three nearby communities helped.



HAYSTACK FIRE at the Abbe's farm, just outside of town, was the fourth in series and the prelude for attempt to burn the farmhouse down two nights later.

Like a man locked in a blacked-out room with a maniac, the little town of Moses Lake, Wash. was tense and frightened last week. Armed men lurked everywhere in the night. Housewives slept with .45-caliber pistols under their pillows. One cop said that if anyone had so much as tried to light a cigaret after dark in Moses Lake, "he'd have been yelled at, shot at, stamped and spit on before he could have thrown the match to the ground."

Cause of the town's fear was an elusive arsonist who had lit the skies with five fires in five days and left every citizen wondering when his house or business was going up. The arsonist had made his presence dramatically known on a Saturday night by setting a huge fire in a

lumberyard, then another in a produce warehouse. As firemen fought these, false alarms began coming in. It was almost a blessing when the power failed, plunging the town into brief darkness but also ending the false alarms. The first day's fires were followed by others thought to have been set by blazing wads of journal packing from railroad cars tossed into buildings.

Before the week was out, Moses Lake had strung up so many outdoor lights that most backyards were lit bright as day. Businessmen stayed downtown nights to guard their businesses while their wives stayed home to guard the houses. The arsonist, although he seemed to have suspended operations for the moment, was still free.



IN BANK, CLERKS ARE GUARDS



HELPING KOREANS HELP THEMSELVES

"The world has seldom seen such destruction," said Lieut. General John B. Coulter, U.N. Agent General for Korean Reconstruction. As a result of the war, Syngman Rhee's country suffered a million civilian deaths, has 5 million people on relief, 2 million refugees, 300,000 widows, 100,000 orphans, 15,000 amputees, all but immeasurable disease and hunger and homelessness. Yet it is also a country of great assets, intangible and tangible: the largest percentage of Christians of any Asian land, and one of the world's best tungsten deposits; a society solidly organized around the family, and seas full of fish; a people with a passion for schooling, and millions of empty GI beer cans which they press into roofing; many mines and industries to be rebuilt, and the sympathy of the American people, who know they must help restore Korea to health and hope because of what Korea stands for in the history of Asia and of liberty.

What can Americans do to express this sympathy? Our government has been helping in two ways. First, the Armed Forces have done \$460 million worth of rear-area emergency work as part of their military duty to minimize "disease and unrest." Second, we contribute the lion's share to the U.N.'s Korean Reconstruction Agency (UNKRA), which spent \$70 million last year and will spend \$130 million this year on a variety of rebuilding programs, mostly having to do with industry, food and power. Before it is through, UNKRA may bring Korea \$1 billion worth of aid.

But that is all government-to-government aid; essential, but somewhat over the heads of the Korean people and our own. Americans want to give something more heartfelt than taxes, and many have. Our soldiers, seeing the need with their own eyes, have left surprisingly large pieces of their pay in Korea. Almost every U.S. military unit adopted an orphanage, equipped a hospital, gave scholarships or the like; the I Corps gave \$100,000 for amputee children; other GI contributions maintained the only place in Seoul that looks after homeless boys. The actual running of such good works is in the hands of some 30-odd voluntary agencies (Salvation Army, CARE, church missions, etc.). "It is hard to imagine how the Korean children could have survived during the last five years," says a recent report, "without the skillful and devoted work of church groups and the voluntary contributions of members of the U.S. and other U.N. armed forces."

To help all these private agencies and fill the gaps in their work, a new agency has now been formed on this side of the Pacific, under the chairmanship of General James A. Van Fleet. It is the American-Korean Foundation, and it is now raising money—\$5 million for a starter. Instead of setting up a big relief organization of its own, A.K.F. aims to steer particular American donors to particular Korean projects. Through it, for example, the chairman of Monsanto Chemical, Edgar M. Queeny, gave the money for the first school of public health in Korea; A.K.F. itself gave 20 scholarships for the same school; Harvard's School of Public Health gave the textbooks and teaching materials; and the U.S. Army Medical Corps will contribute part-time teachers. As a result of two survey missions to Korea, A.K.F. has already given funds to 86 different projects, ranging from a system of tracing lost children to the Korean National Symphony Orchestra. One of its first gifts was to a 900-bed hospital near Pusan where amputees are retrained for useful work. It is especially interested in ways to help Koreans do things for themselves and hasten their deliverance from relief.

The American-Korean Foundation (345 East 46th Street, New York 17, N.Y.) is the logical way for most Americans to help Koreans. The response of individuals—notably through the movie theater drive organized by Spyros Skouras—has been generous so far. But here's another logical channel for American generosity: the American corporation. Not all executives realize how much unused power for good resides in the law that allows corporations to give 5% of their net income to charity, tax-free. As President Eisenhower said last week, corporations that act with conscience under this law "will properly and legally be assisting in the propagation of American faith."

The successful rehabilitation of Korea will be good for U.S. foreign policy, and therefore for American business. Here is one charity that any board of directors should see the sense in. Time Inc., which publishes LIFE, has made a substantial corporate gift to A.K.F. We urge corporate executives, as well as individuals, to get in touch with A.K.F. A hundred dollars will support one child in an orphanage for a year. A thousand will equip a 20-bed hospital ward. The list of things needed is almost endless—at the moment; but the promise of what Korea could become is almost endless too.

THE CURE FOR ANTI-AMERICANISM

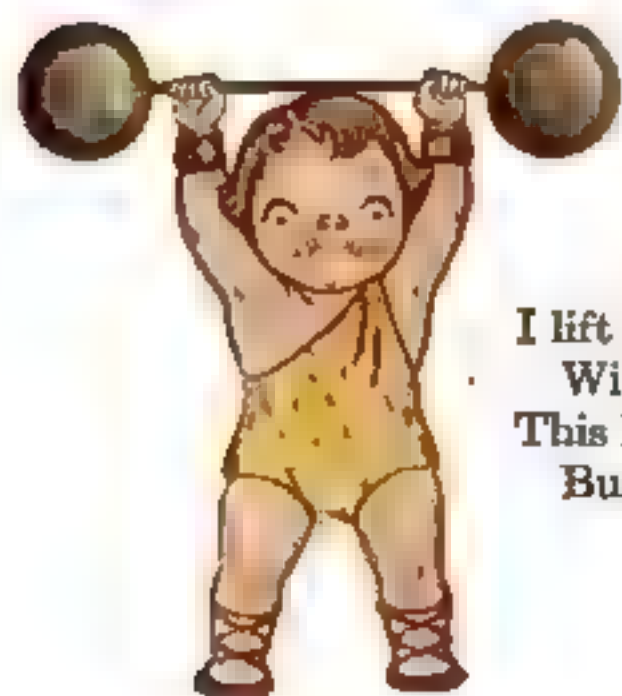
In his article on Europe's anti-Americanism (pp. 192-204), Bruce Hutchison remarks that in Britain, at least, "the power of self-criticism is stronger than foreigners suppose." This is one of the most encouraging truths about Europe today. Britain's press even now includes not only some of the sourest critics of U.S. foreign policy but some of its best defenders. For instance *The Spectator* (London) recently attacked "fashionable anti-Americanism" as "utterly wrong and foolish," warned its fellow Britons against falling into "a helpless attitude of hoping for the best where Russian foreign policy is concerned," and reminded them that "all the postwar successes of the free world against Communist aggression—in the Berlin blockade, on the northern frontier of Greece and in Korea—have been scored by the very opposite of appeasement." To score these successes, said *The Spectator*, Western leaders had to assume—correctly—that the Russians did not want to fight. Then it added:

"But a second assumption is almost equally important. It is that if the West grows weaker the Russian tendency to aggression will increase. The assumption is clearly fundamental to American foreign policy. We ourselves pay lip service to it . . . [with] phrases to the effect that the strength of the West must be maintained. It happens that the phrases are true. It also happens that the Americans, for all their faults, really believe that they are true. And that in itself is a reason for being pro-American."

Mr. Hutchison gives us some good advice on how to improve our relations with the Europeans. But the best advice of all is implicit in the above quotations from *The Spectator*. It is: be right, and let the blast go through. If our policy toward Russia is right and reasonable, and we stick to it, it will always find right and reasonable friends abroad, even if a minority. And with their help it will outlast all kinds of wishful thinking, however fashionable.



Old-fashioned Bean Soup



I lift the weight
Without a tussle.
This hearty soup
Builds bone and muscle!

Bacon flavored... extra-hearty... smacking-good!

Here's a bowlful of real eatin'! Plump, tender beans...savory with the taste of bacon. Yes, this is good food for hungry children (and for healthy appetites of all ages). Your family will love it. It's *delicious!*

***Campbell's* BEAN WITH BACON SOUP**

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Elegance in Action



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*The Dodge with more than ever
 More to it — More in it—*



New Fully Automatic PowerFlite Drive is newest, smoothest, most powerful of all automatic transmissions. No clutch—just press the accelerator for a surging flow of velvet power.

New Red Ram 150 V-8... the engine that topped all 8's in the famous Mobilgas Economy Run, set new official AAA performance records—now stepped up to 150 horsepower.



New Full Time Power Steering takes the hard work out of driving—leaves all the pleasure in! You drive more safely, more confidently. You park, take turns with effortless ease.

Elegant Jacquard Fabrics, loomed in the manner of the most exquisite tapestries, create a new sense of gracious living *as de* the new Dodge. Soft, satin-tone finish of instrument panel cuts glare. New Color-Mate styling throughout.



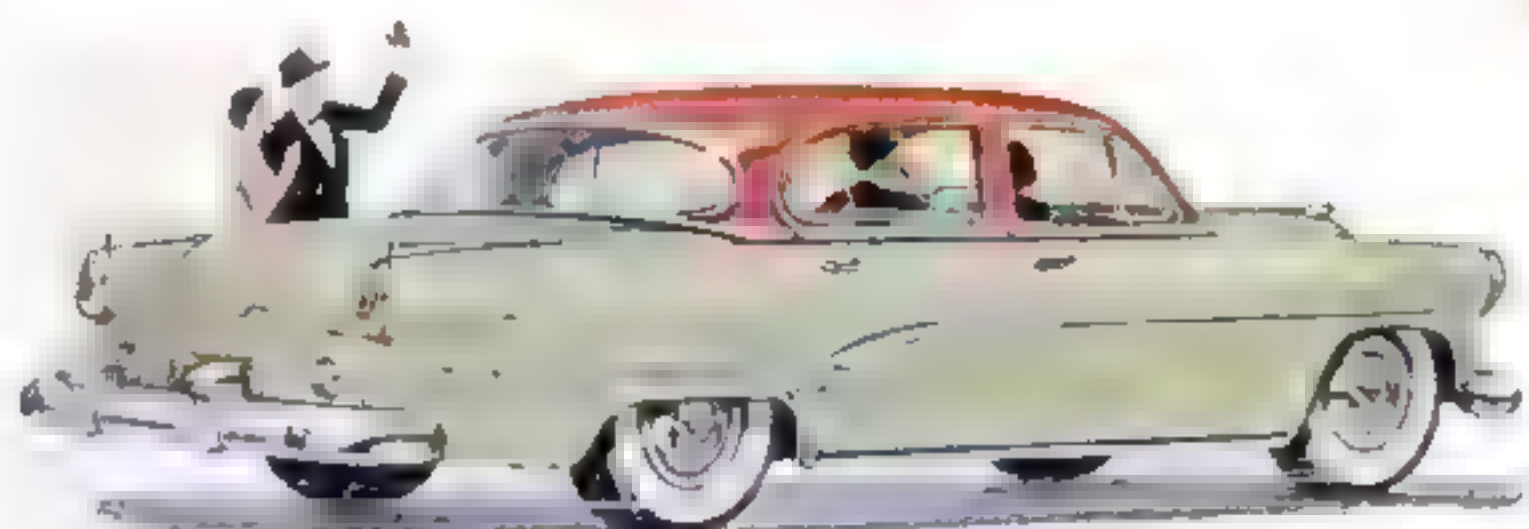
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DODGE ROYAL V-8 FOUR DOOR SEDAN

before !
More of it !

There is a fresh beauty to the new '54 Dodge . . . a gracious elegance that brings even greater rewards of driving pleasure and satisfaction to the car now famous as the Action Car for Active Americans. Dodge 1954 Première Week—starts October 8.



More Massive, more impressive from every angle—with a longer sweep of clean-lined beauty from bumper to bumper, from headlamp to tail light. Wide selection of brilliant new body colors and distinctive two-tone combinations. More models to choose from: Royal V-8 • Coronet V-8 • Coronet 6.

DEPENDABLE

New '54
DODGE

The Action Car For Active Americans



There's something **"special"** about Birds Eye Fish

**MAKE "FESTIVAL FEAST" WITH
BIRDS EYE OCEAN PERCH AND SEE!**
Fixes easy... in 20 minutes! Feeds 4 festively!

- 1 package Birds Eye Ocean Perch Fillets, thawed
- 1 box Birds Eye Chopped Broccoli
- 2 tablespoons butter
- ¼ cup finely chopped onion
- ¼ pound processed American cheese, cut into cubes
- ¼ cup milk

Separate the firm, white Birds Eye Ocean Perch Fillets. Broil as directed on the package.

Meanwhile, cook Birds Eye Chopped Broccoli as directed on the package. Drain. Melt butter in saucepan. Add onion, and sauté until lightly browned. Add to cooked Broccoli, mixing well. Season to taste.

Heat cheese and milk in double boiler until cheese is melted, stirring occasionally. Place cooked seasoned Broccoli in shallow baking dish or casserole. Arrange broiled Ocean Perch on top. Cover with cheese sauce. Place under broiler until lightly browned and its nippy flavor blends with the ocean-fresh tang of the juicy Birds Eye Ocean Perch.

Note: Birds Eye Cod or Haddock Fillets may be used in place of Ocean Perch. They're all especially wonderful fixed this way!



specialty
delicious dinner!

specialty
different, too!

specialty created
in honor of cheese
festival month!

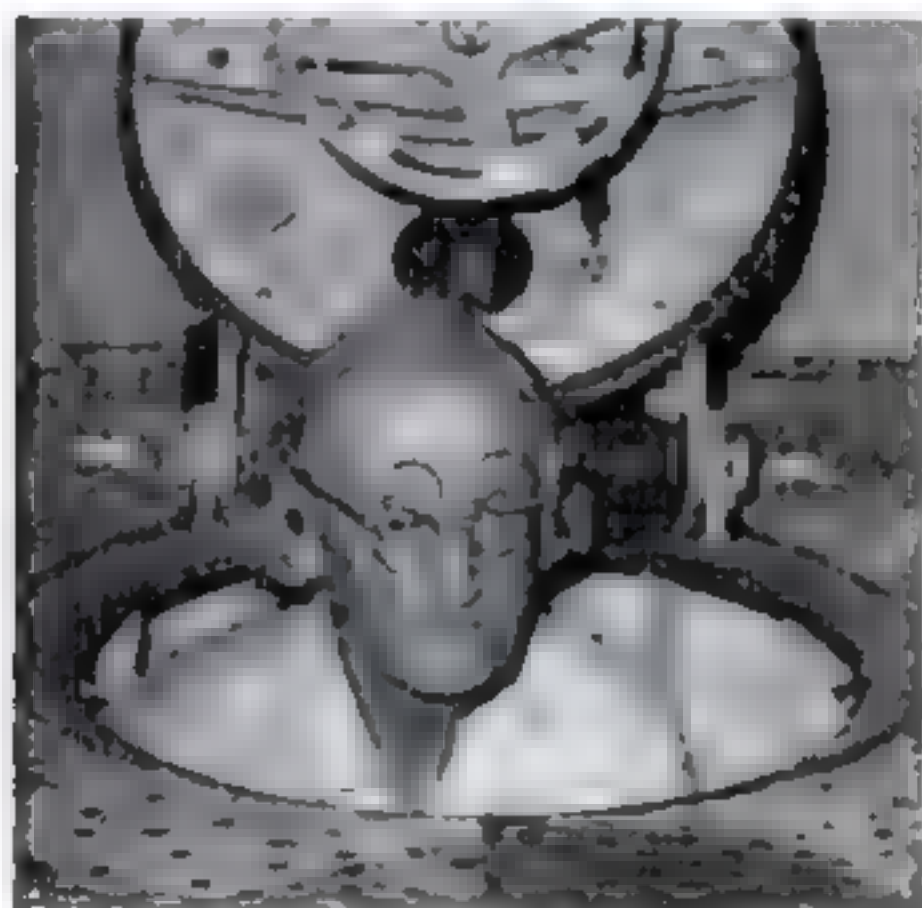


In frozen foods... Better Buy Birds Eye and get that something

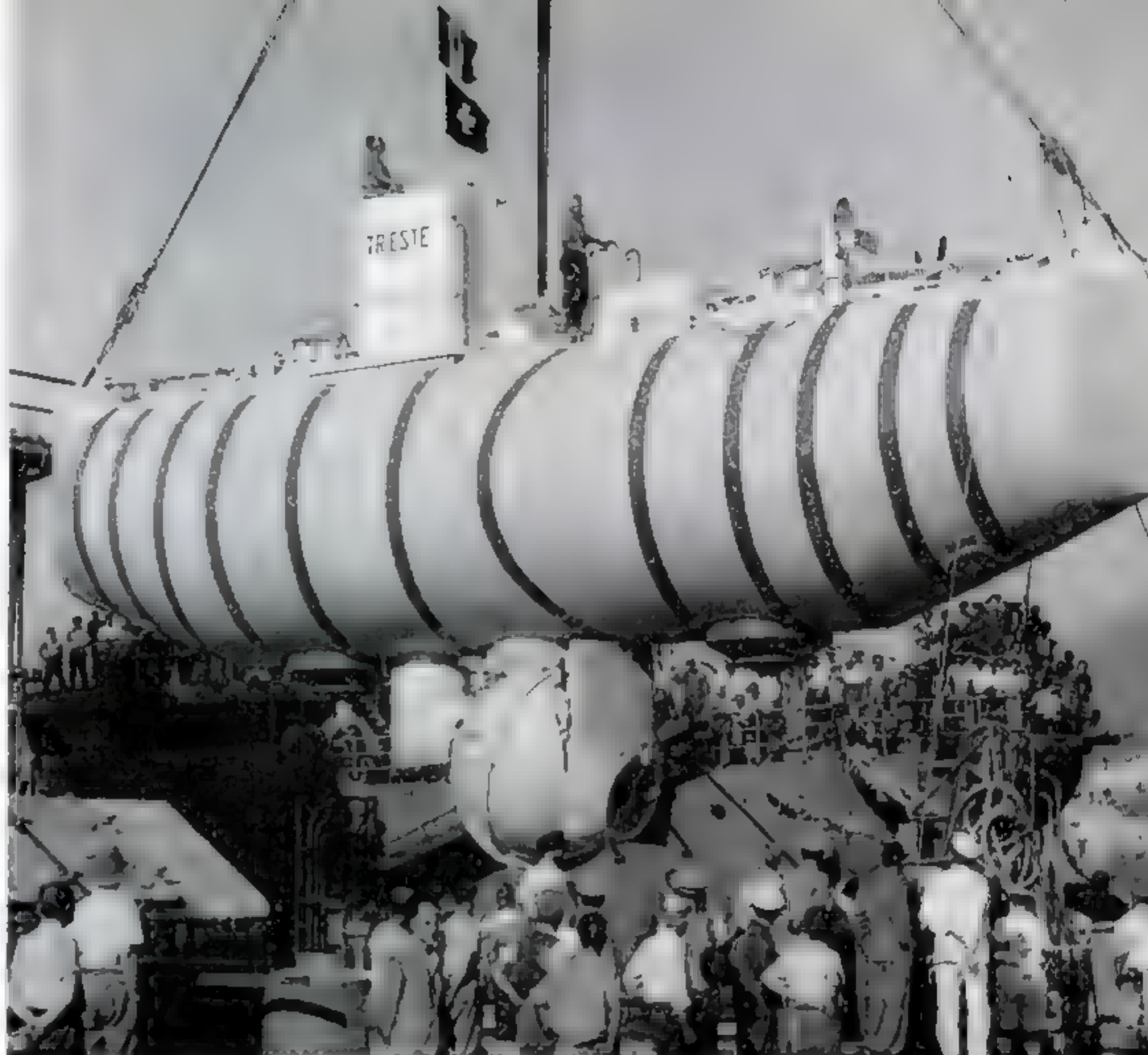
special

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PENSIVE PICCARDS peek through the bathyscaphe's hatch before test dive to check equipment.



SUSPENDED BATHYSCAPHE shows spherical compartment, made of 3½-inch-thick steel, in which

Piccards rode. Two spotlights beneath hull illuminated water in front of its two heavy plastic ports.

DEEPEST DOWN

Two Piccards in a bathyscaphe descend two miles into the sea

Auguste Piccard, the Swiss professor who once set a record for ballooning in the stratosphere, last week set another for diving in the sea. Submerging with his son Jacques in their oddly shaped bathyscaphe he descended a depth of 10,330 feet—nearly 3,500 feet more than any previous plunge. The dive, made off Italy, took only two and a quarter hours to complete.

With his bathyscaphe Piccard followed the

ballast-juggling principles of a free balloon. A spherical diving compartment was suspended beneath a 60-foot hull filled with gasoline for buoyancy. To sink the craft, ballast was added; to raise it, ballast was released. Descending into a sunless sea the Piccards saw a few luminous creatures, little else. Asked if he had been frightened Papa Piccard, a careful engineer, replied, "We trust in the eternal law of physics."



AFTER THE DIVE bathyscaphe breaks surface. Professor Piccard, now 69, began the descent with

indigestion, perhaps from lobster dinner in his honor the night before. When he came up he felt fine.



VICTOR'S CUP of Italian coffee is enjoyed by Piccard on escort vessel as his son Jacques watches.



COFFIN UNDER GUARD of a police detail lies in rain as mourners arrive. Reuter's beret, his trademark, and bear-emblazoned Berlin flag lie on the coffin

VIGIL BY TORCHLIGHT is kept by Falcons, young men of Mayor Reuter's SPD (Socialist Party). They are waiting for his body to arrive for lying-in-state.



TEARS FOR A COLD-WAR HERO

"Nothing is going to be conquered here," Mayor Ernst Reuter told the people of West Berlin, and thanks to him nothing was. The beret-capped mayor stumped his rubble city on a gimpy leg (he was wounded in World War I), inspiring Berliners to defy the Russians—and his courage rubbed off on the whole free world. Thirty years ago Reuter changed from a promising, Russian-trained Communist (Lenin spoke of his "clear and brilliant mind") into an anti-Communist Socialist. He fled the Nazis in 1935, returned to Berlin in 1946. A year

later he was elected mayor despite Russian opposition (Lenin also called him "a little bit too independent"). Nobody knew better than he the grim meaning of the cold war: the drone of the airlift when Berlin was besieged in 1948-49, the pilgrim shuffle of refugees, the crack of rifles at the workers' uprisings this year.

Last week Reuter, 64, had a heart attack. His wife and two sons heard him say, "I still have so much to do." A few minutes later he died, and Berliners lit torches and candles in his memory. Many of them wept in the streets.



TWO PORTRAITS recall two Reuters. As a youthful idealist, he was an army private in 1915, drafted despite his militant pacifism. Mature statesman in 1953 (right), he made a visit to the U.S. to get help for his people.



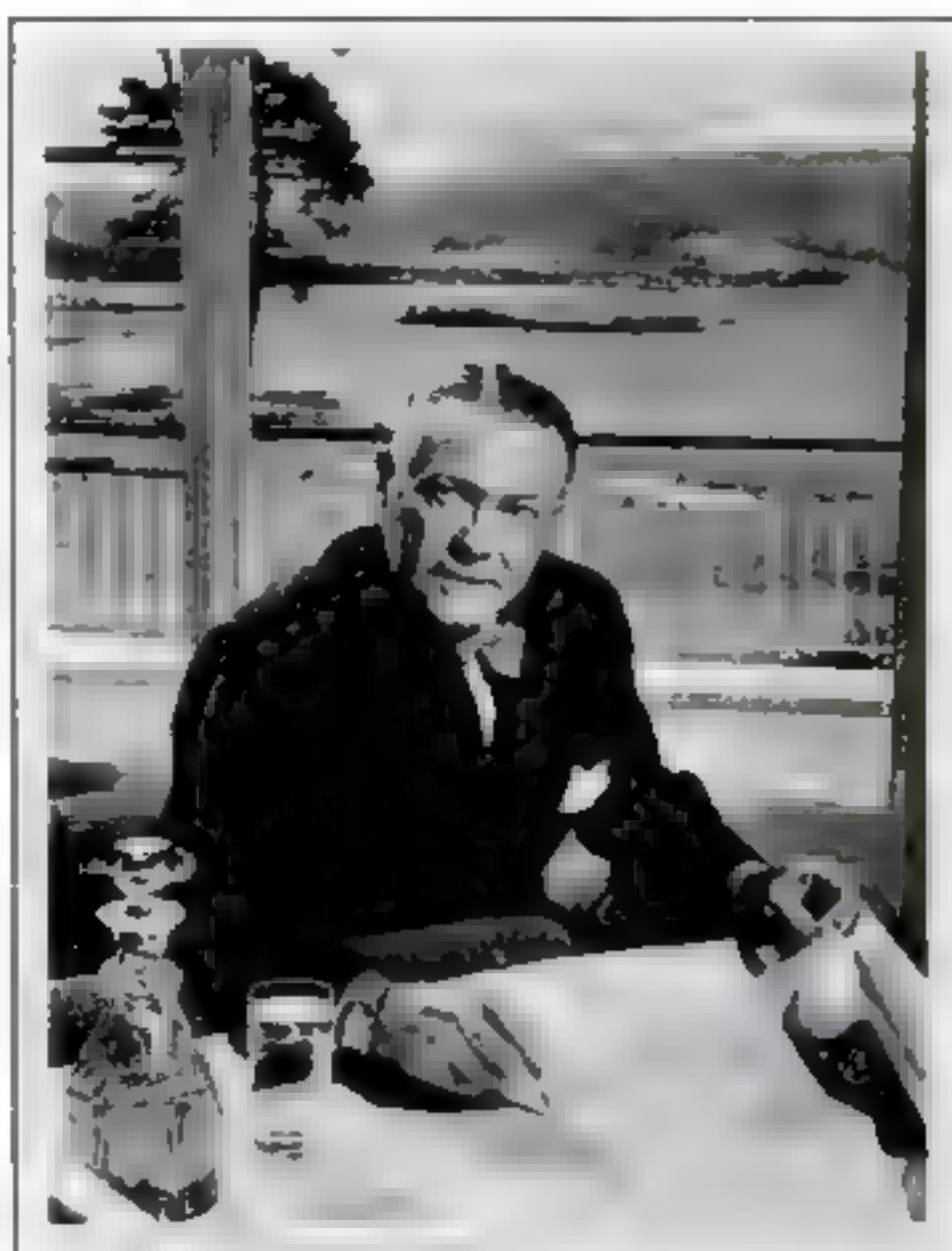
BEREAVED BERLINERS stand quiet but stricken looking down on coffin of man who was their symbol and indomitable source of courage in dangerous city.

Among somber throng of 100,000 mourners, these women have come to steps of the Rathaus (city hall) to pay last respects to the mayor, lying there in state.

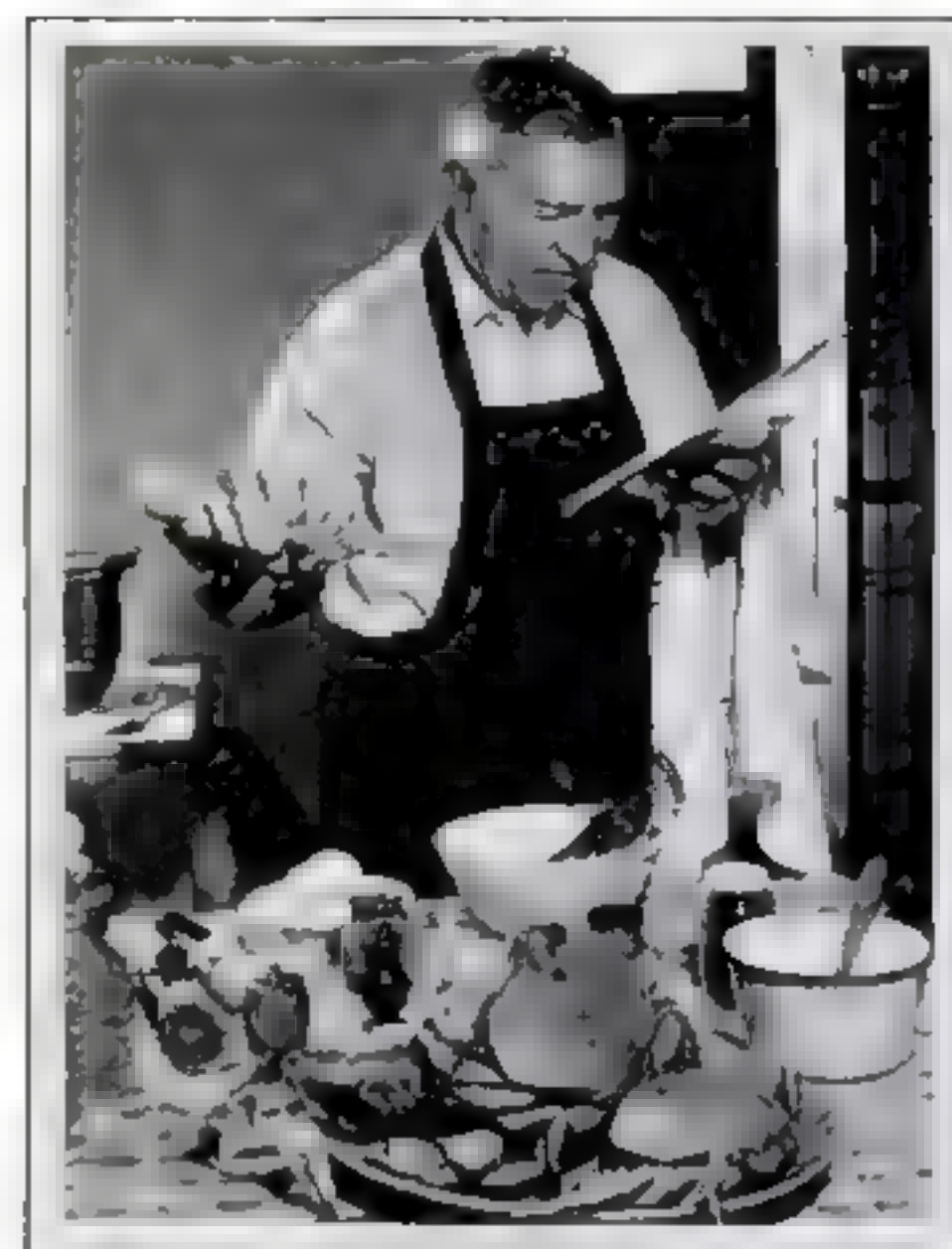
Favorite Rum Recipes of



Trader Vic, leading restaurateur of the Bay Area, whose new San Francisco restaurant is society's rendezvous and a gourmet's paradise.



S.F.B. Morse of the Monterey Peninsula, California, who is president of Del Monte Properties Co., developers of Pebble Beach and the world-famous Pebble Beach Golf Course.



Robert C. Newell, mutual investment fund broker of San Francisco, also a composer and co-author with his wife, Frances Warfield Newell, of the cook book "Happy Eating".



In his "Book of Food and Drink," Trader Vic says, "Of all the liquors the world over, rum is really my meat--nectar of the gods, the drink of the ancients." Here's the recipe for his most popular drink, the Rum Mint Squash: In a roly poly Old Fashioned glass mix 1 dash Peychaud bitters, 1 dash rock candy syrup, 1 oz. water. Add 1 oz. Puerto Rican Rum and chipped ice. Stir. Add twist of lemon peel and 6 or 7 crushed fresh mint leaves.



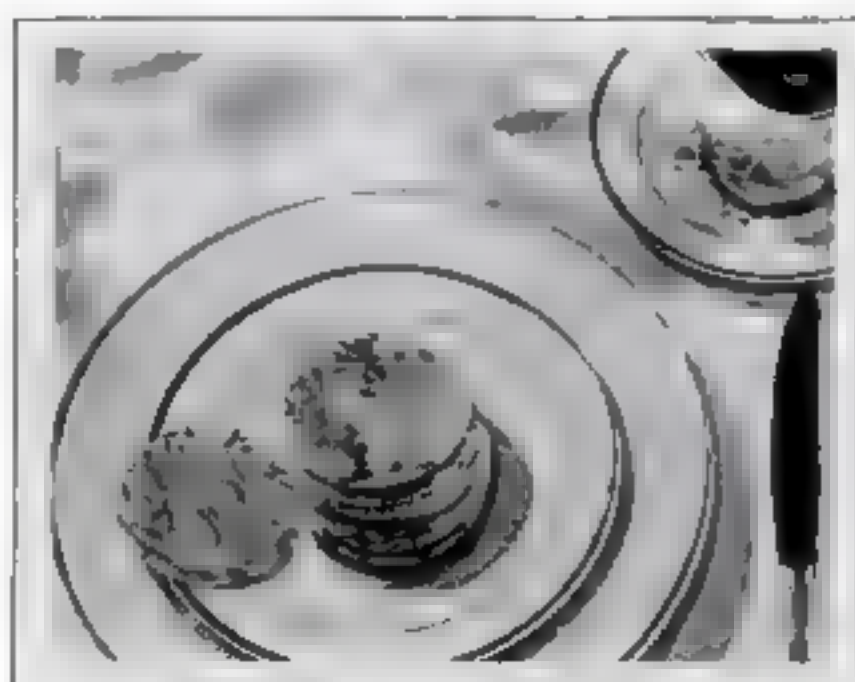
A highball of light-bodied Puerto Rican Rum has an appealing dryness which Mr. Morse favors. His recipe: 2 oz. Puerto Rican Rum, ice, soda, twist of lime.



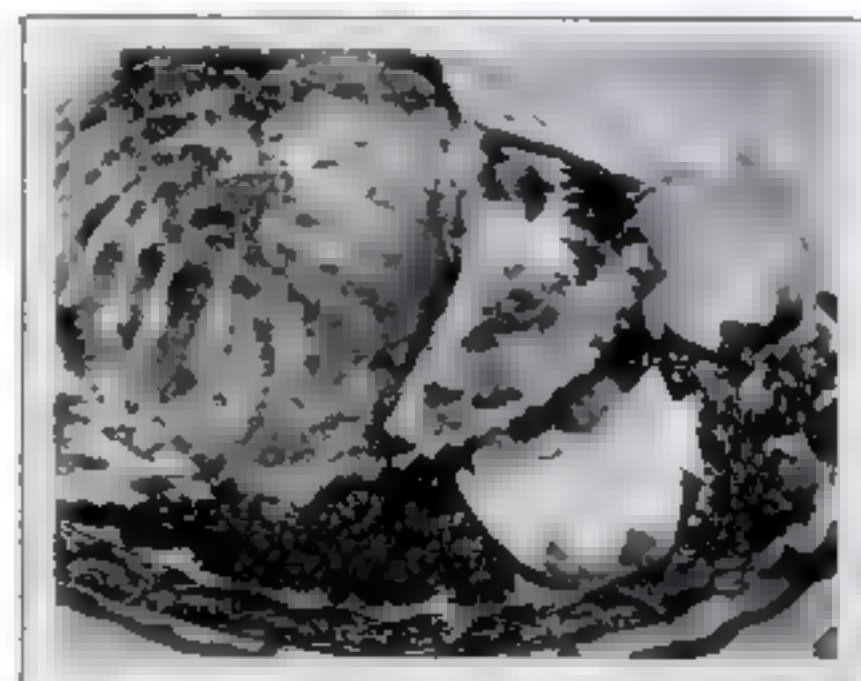
"Rum Bol Newell" is, as the name suggests, Mr. Newell's own happy creation: 1 1/2 oz. Puerto Rican Rum, 1/2 oz. Pineapple juice, served "on-the-rocks" in an Old Fashioned glass.



Spareribs Barbecued in Trader Vic's unique Chinese oven are a rare treat. To pep up your outdoor cookery just add 4 oz. of Puerto Rican Rum to a qt. of your favorite barbecue sauce. Free descriptive literature on a portable Chinese oven and many original Trader Vic recipes furnished upon request.*



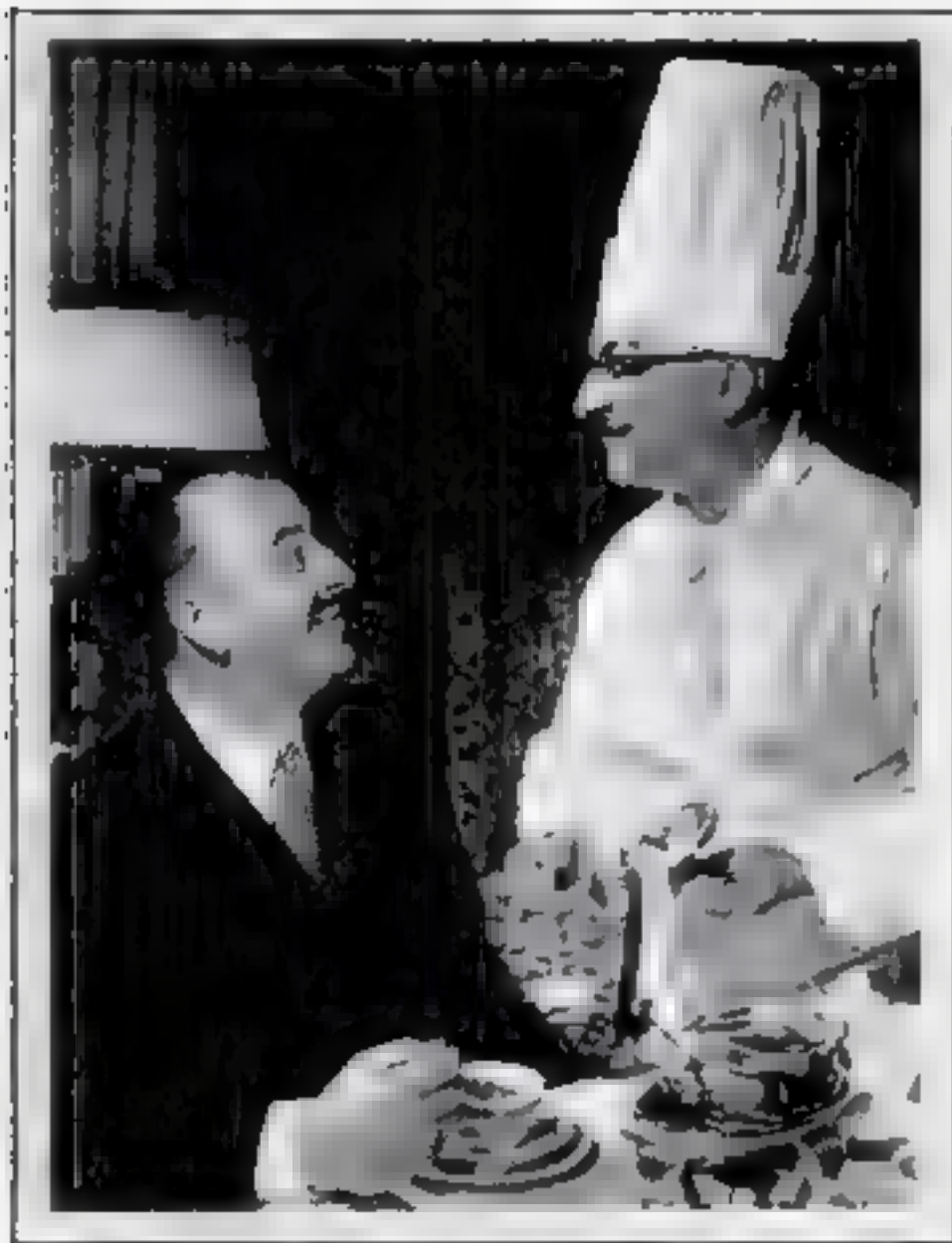
Del Monte Pancakes are a late breakfast or "brunch" specialty with Mr. Morse. The trick is the syrup: To 1 cup maple syrup, add 1/4 lb. melted sweet butter and 1 oz. heated Puerto Rican Rum. Pour over wafer-thin, silver-dollar size pancakes.



Mr. Newell insists that Devil'd Crabs San Francisco are worth the effort: To 2 egg yolks, beaten, add 3/4 cups hot medium white sauce, stirring constantly. Add 2 cups crabmeat and heat through. Add 1 tsp. prepared mustard, 1/2 tsp. lemon juice, 3 tbs. Puerto Rican Rum, dash cayenne, 1/4 cup cooked mushrooms (optional). Transfer to oiled shells or ramekins. Sprinkle lightly with fine buttered crumbs and parsley. Brown in hot oven (450°) 5 min. Sprinkle lemon juice on top. Serve hot (6 servings)

Photography by Roger Coster

San Francisco Gourmets



Dan London, managing director of the St. Francis, famous San Francisco hotel. With him is his executive chef, Paul Vater, as they judge the merits of a special soup dish.



Worley K. Wong, architect, of the firm Campbell and Wong, designer of many unusual contemporary houses throughout California



Ernest E. Weihe, architect and senior partner of the firm Weihe, Frick and Kruse of San Francisco and the Philippines



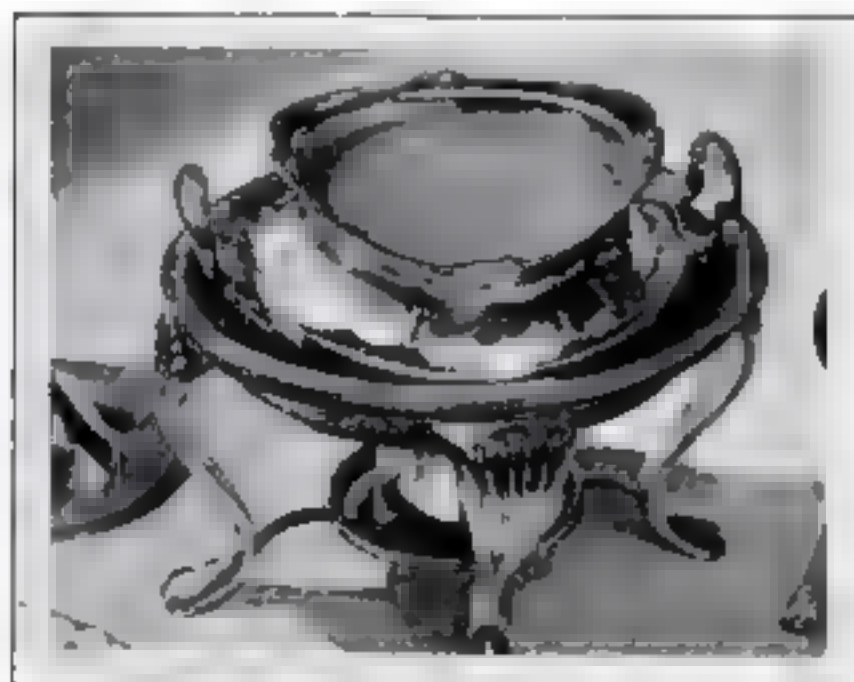
In the luxurious cocktail lounge of the St. Francis, the latest sensation is the "Golden Gate" cocktail. Mr. London gives the recipe: 4 parts light Puerto Rican Rum, 1 part very dry Sherry. Stir well with plenty of ice. Serve in chilled glass with olive or onion.



"Dragon's Tooth"—Mr. Wong's picturesque choice of a Rum cocktail—is made with 1 oz. gold Puerto Rican Rum, ½ oz. Ruby Port. Stir with ice. Serve in chilled glass with blanched almond.. the dragon's tooth!



Mr. Weihe thinks the Daiquiri is still the best of all Rum cocktails. He makes them four at a time, using this recipe (for 4): juice of 2 limes (2 oz.)—the limes are from his own garden --2 tsp. sugar, 6 oz. Puerto Rican Rum. Shake with crushed ice. Serve in chilled glasses.



Mulligatawny Soup is something special at the St. Francis, and the exact recipe is secret. But Mr. London suggests that 1 tbs. Puerto Rican Rum to each serving of a good canned Mulligatawny will make any man's guests better friends.



Jee Bow Gai—or "pieces of gold"—is Mr. Wong's delightful dish: Make a sauce of ½ cup cat-sup, 2 tbs. soy sauce; 1 tsp. each raw crushed ginger, chopped green scallions, Worcestershire sauce, sugar and chopped parsley; 1 tbs. each peanut oil and dissolved cornstarch; and 3 tbs. Puerto Rican Rum. Marinate 1½" square pieces boned raw chicken in this sauce 1 hr. Make little envelopes of waxed paper for each piece and tuck in the flap. Bake in shallow pan at 375° about 20 min. until paper is gold in color.

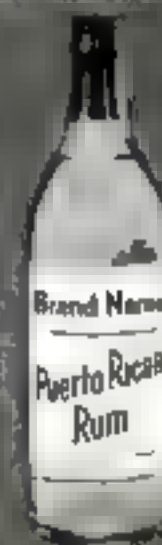
* For more recipes, see your dealer or write to Department B1, Rums of Puerto Rico, 600 Fifth Avenue, New York 20, New York

SHOPPING GUIDE

To be sure of getting the genuine, look twice at the label—

1. For your favorite brand
2. For this government mark

This ensures that the rum has the maturity required by law—distilled, aged and bottled in Puerto Rico, U.S.A.



Rums of Puerto Rico



MRS. THEO CRONER OF NEW YORK DOES A LOT OF HOUSEWORK BUT MANAGES TO BE PRETTY AS A PICTURE.

**"I wash 1400 pounds of laundry a year...
but I'm proud of my pretty hands!"**

If you ever meet Theo Croner, be sure to shake hands. You'll notice that hers are as soft and pretty as a pair of hands can be.

Yet Mrs. Croner (just like yourself) washes almost a ton of laundry every year. And plenty of it the hard way — by hand!

She's grateful for detergents, of course. Those miracle suds really chase grease and dirt. But detergents are a problem, too. That same grease-cutting action could send the natural oils and youthful softness of her hands down the drain, too.

Throw out detergents? Not Theo! She's found a way to keep her hands lovely despite all harsh cleansers. It's a simple trick, and we'll teach it to you. After every chore, smooth pure, white Jergens Lotion on, right away.

You won't see any sticky film. Being a liquid, Jergens Lotion doesn't just "coat" the hands. It penetrates — helps *replace* softening moisture. (It has two ingredients doctors use for softening.) More women use Jergens

Lotion than any other hand care in the world.

Theo Croner will tell you that Jergens Lotion is the reason her hands are so attractive. Her husband may not know the reason, but he appreciates it!

So keep detergents in your house (there's nothing like them). Just keep Jergens Lotion in kitchen and bath, and use it after every chore. It's such an easy habit, and so important to a woman.

Use JERGENS LOTION — avoid detergent hands



Only 10¢ to \$1.00 plus tax

LIFE ON THE NEWSFRONTS OF THE WORLD

Egyptians sentence an ex-premier; June Haver leaves her convent; U.S. signs up with Franco

In Cairo an Egyptian military tribunal sentenced former Premier Ibrahim Abdel Hady to hang as a murderer and a traitor to his country. Hady, who had pleaded not guilty, was Farouk's prime minister during 1948, when the green Egyptian army was sent off to wage a losing war against Israel. During his premiership thousands of Moslem extremists were rounded up, and their leader was murdered, for which Hady was accused of being partly responsible. Only last month, according to his prosecutors, Hady was involved in an unsuccessful plot designed to overturn the current government of Egypt. After finishing with Hady's trial the tribunal turned to other prisoners just rounded up and also charged with treason. Among them are former Premier Mustapha El Nahas, his once-powerful wife, four members of royal cabinets, Farouk's press adviser and one of Farouk's cousins.



EX-PREMIER HADY STANDS IN CAIRO COURT TO DENY TREASON CHARGES

When the Norwegian freighter Strindheim tried to go through a canal lock near Montreal she proved to be too long to fit, so Captain Patrick Gabrelson promptly ordered two 10-foot sections of her stern cut off. After the amputation the ship went on her way to deliver a load of clay to Chicago. Outside San Pedro Harbor the tanker Ticonderoga was heading for port when a blast tore a chunk out of her middle, leaving a tunnel (below) big enough to steer a launch through, but she held together and steamed on in to dock the next day.



'TICONDEROGA' STANDS IN SAN PEDRO HARBOR WITH MIDDLE MISSING

CONTINUED ON NEXT PAGE



**There's big money invested
in your family car!**

GIVE IT THE BEST!

Keep its cooling system safe all winter with
FULL 4-WAY PROTECTION!

- 1.** Against freeze-ups in cold weather, boil-offs on warm days. One shot lasts all winter.
- 2.** Against rubber decay, radiator clogging, and pin-hole leaks developing from rust spots.
- 3.** Against corrosion of the cooling-system metals.
- 4.** Against foaming off and resulting loss of solution.

AND MOST IMPORTANT OF ALL — "PRESTONE" is the trademark for a special anti-freeze having an exclusive anti-rust and anti-foam formula... developed and marketed *only* by National Carbon Company. There is *no other* anti-freeze the same as "PRESTONE" brand anti-freeze! Ask for "Prestone" anti-freeze... and get it!



\$3.75 PER GALLON, **\$1.00** PER QUART, IN QT. CANS

**NO OTHER
ANTI-FREEZE GIVES
YOUR CAR THE
SAME COMPLETE
PROTECTION**

You're **SET...** You're **SAFE...** You're **SURE...** with

**PRESTONE ANTI-FREEZE
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30 East 42nd Street, New York 17, N. Y.

The terms "Prestone" and "Eveready" are registered trade-marks of Union Carbide and Carbon Corporation

SAVE 29¢

and do yourself
a favor!



AMERICANS have made Mennen Spray Deodorant for Men the biggest-selling men's deodorant on earth — because it's so easy to use, because it dries instantly, and because its sure, certain protection lasts as long as days. And they have made Mennen Skin Bracer far and away the biggest-selling after-shave lotion — thanks to its wake up tingle, and the way its he-man aroma wows the ladies.

Still not every man has tried *both* these great products. So — here's a special offer designed to get you to do just that. For we know once you've tried them, you're almost certain to be a Mennen man the rest of your life! At drug counters everywhere — while the supplies last.

P.S.—BETTER HURRY

Also available in Canada

MENNEEN
for men!

NEWSFRONTS CONTINUED

Nine days after jailing a Roman Catholic bishop and four priests as "U.S. spies," Polish Reds aimed higher. Stefan Cardinal Wyszynski, Primate of Poland, was ordered by Warsaw to give up all his duties, retire to a monastery.

Film star leaves convent

June Haver, who abruptly quit a \$3,500-per-week movie career last February to don the habit of a novice in the convent of the Sisters of Charity in Xavier, Kan., turned up in Los Angeles (right). Her reason for leaving the convent, where she had been spending 16 hours a day praying and working in the kitchen and laundry; poor health, apparently the result of low metabolism. Will she try to re-enter the convent? "Well, I'm here now," said Miss Haver, "and I guess that speaks for itself." Her mother was more direct. "I think Junie realized almost from the start she had made a mistake," she said. "All her life she has been devoted to her family—a real home girl. You can understand this made it difficult to readjust to a religious life."



JUNE LANDS AT HOME

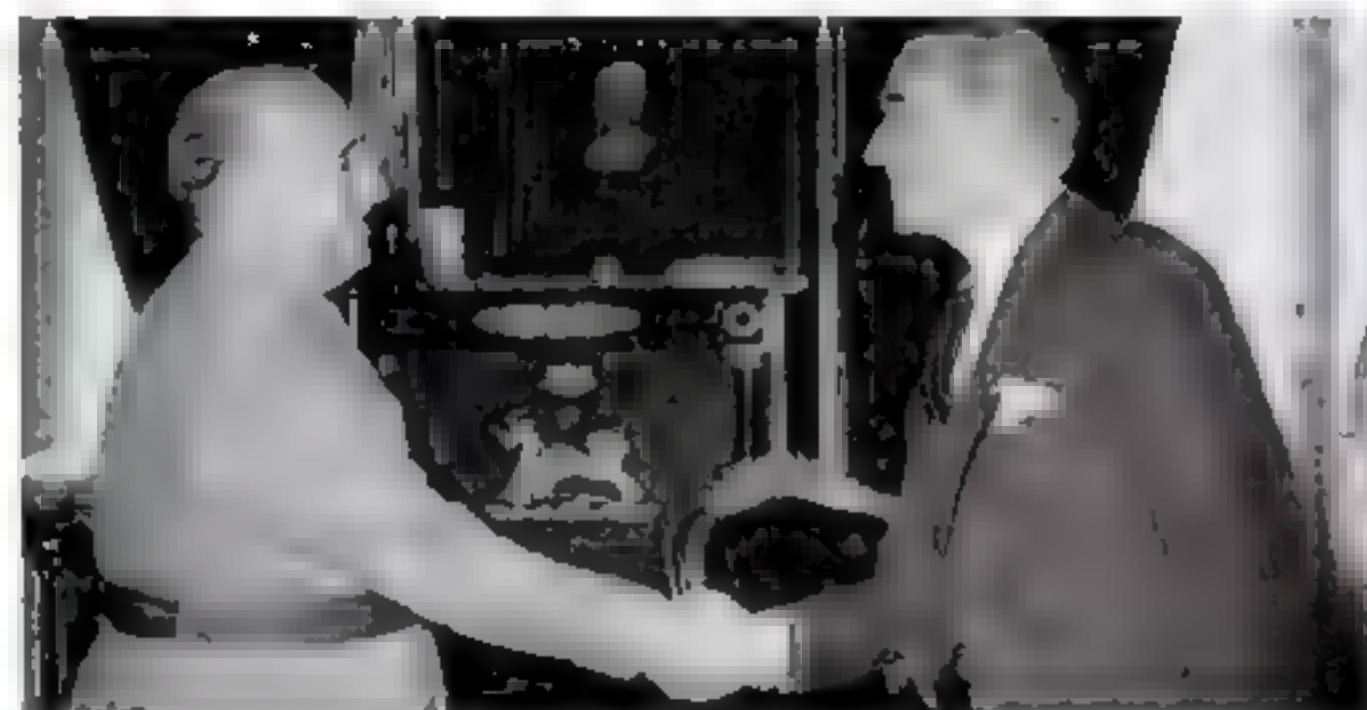
Police in White Plains, N.Y. ended a crime wave in which some 20 businesses were rifled by skillful thieves. Chasing a suspect across roof tops, they captured him only to discover he was a 9-year-old boy. At the station house he admitted being leader of a four-boy burglar gang that had pulled all the jobs. Then he dispelled any remaining police doubts by toying with the combination of the "foolproof" station house safe and, after a few sensitive twists, swinging it open.

How labor czar held court in Sing Sing

A published list of visitors to Sing Sing brought trouble to Arthur Wicks, New York's acting lieutenant governor, and to Joey Fay, a labor leader who was locked up in 1948 for shaking down building contractors. Wicks had paid five visits to Fay, who never had a chance to feel neglected in jail. Besides Wicks he entertained 87 other visitors, among them Jersey City Mayor John Kenny and former New York State Supreme Court Justice William Bleakley. Fay had sponsors as well as visitors. A letter-writing campaign to get him a pardon got help from Paul Troast, Republican candidate for governor of New Jersey.

At news of Wicks's visits, Governor Dewey demanded an explanation. Wicks said he had to see Fay on labor problems in his district. Then he added a shocking but true fact. Though the extortionist has been behind Sing Sing bars for five years, said Wicks, "He is still a power in labor circles." To cut Fay's power, Dewey shipped him off to lonely Dannemora, New York's toughest prison.

James Dunn, Ambassador to Spain, signed an agreement to build air and naval bases which will be on Spanish soil and under Spanish command but open for 10 years to American forces. The U.S. also promised economic aid. But Dunn carefully avoided any mutual defense treaty and did not offer Spain a chance to join the alliance of NATO.



FRANCO GRABS AMBASSADOR JAMES DUNN'S HAND AFTER SIGNING



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*broadloom
by Bigelow
is more
sculptured
than a
statue!*



If you like sculptured broadloom, you'll be thrilled with Bigelow's Chapel Hill.

Every single leaf in this fabulous carpet is carefully and completely sculptured. That's why Chapel Hill captures the highlights and shadows so beautifully.

That's why Chapel Hill feels so wonderful underfoot. And it wears like no carpet you've ever known in its price range.

Chapel Hill is a blend of fine wool and sturdy carpet-rayon. It resists soil, foot and scuff marks. It's a high-style beauty at an amazingly low price.

For the name of your Bigelow retailer, call Western Union by number and ask for Operator 25.

Get your free copy of *Carpets—Their Selection and Care* at your Bigelow retailer's. Or send name, address and 10¢ to Home Service Bureau, 140 Madison Ave., New York 16, N. Y.

See Chapel Hill at your Bigelow retailer's. Budget terms available.

- 1 Woodland Rose—For the room that needs warmth.
- 2 Dover Gray—A wonderfully neutral color to flatter any room in your home.
- 3 Powder Green—Fine with blonde or dark woods.
- 4 Doeskin Beige—A lovely light shade . . . yet it shuns soil and foot marks.

Chapel Hill is available in 3 other patterns (not shown here). Each one is designed to do wonderful things for modern or traditional homes.

Bigelow

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*Beauty you can see . . .
quality you can trust . . . since 1825*

Folks fall for this BAKER'S DEVIL'S FOOD CAKE

with easy, elegant CHOCOLATE DREAM FROSTING

3 squares Baker's
Unsweetened Chocolate
1 package (3 ounces)
cream cheese

$\frac{1}{4}$ cup milk
dash of salt
 $\frac{3}{4}$ cups sifted
confectioners' sugar

Melt chocolate over hot water. Soften cream cheese with part of milk. Add salt. Add sugar, alternately with remaining milk, blending well. Add chocolate and beat until smooth and of spreading consistency. Spread on cake.

*Recipe for Devil's Food Cake
on Baker's Chocolate Package.*

BAKER'S Chocolate Chips



SCHOOL LUNCH FAVORITES
— Baker's Chocolate Chip Cookies. Baker's Chips stay firm and chewy right through baking. Recipe on package.

BAKER'S Breakfast Cocoa



WARM WELCOME TO A CHILD'S DAY — Baker's Breakfast Cocoa! Baker's is America's first name in cocoa—a family favorite since 1851!

BAKER'S German's Sweet Chocolate



NOBODY LEAVES A BITE of luxurious Angel Pie made with Baker's German's Sweet Chocolate! Recipe's on the package.

... if it's chocolate
Baker's makes it best!

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Blue Points and Blue Ribbon!

...every lover of seafood will appreciate the taste companionship of luscious oysters-on-the-half-shell and smooth, sociable, satisfying Pabst Blue Ribbon. For you who seek new adventures in good taste and good living, Pabst Blue Ribbon is a welcome discovery that opens up a whole new world of beer enjoyment.

Try this . . . For just 7 days . . . make smoother-tasting Pabst Blue Ribbon your beer. Then you'll understand why more people are enjoying Pabst Blue Ribbon than ever before in Pabst's 109 year history!

DRINK PABST BLUE RIBBON . . . satisfy your thirst for better beer!

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A PRETTY RESEARCHER MARRIES HER BOSS



THE BRIDE walks up to the church with Wilbur A. Johnson, an old family friend, who gave her away.

THE BRIDEGROOM arrives with his brother and best man, William (right). Consultant David Schine →

CONTINUED ON NEXT PAGE



CUBAN TRIES TO SELL JOE CUBAN HONEYMOON

McCarthy's 'stormy' courtship ends in a huge church wedding

After what friends have described as a stormy courtship, Senator Joe McCarthy last week married his former research assistant, Jean Kerr, 29, a girl known around Washington for both her beauty and her own political acumen (one politician remarked he never talked politics with McCarthy without winding up by asking the senator to "see what Jeannie thinks about this"). A thousand persons, including Washington's top politicians headed by Vice President Nixon, witnessed the wedding in St. Matthew's Cathedral. There, as the couple knelt at the altar, cameras whirled until finally a priest had to shoo the photographers back.

After receiving a special "paternal apostolic blessing" from the Pope, the newlyweds walked outside into a crowd of 2,500 persons. Spectators shouted, "Kiss her, Joe!" Joe declined, helped his bride into a limousine and drove off for a reception at the swank Washington Club. The crowd's request was answered somewhere en route from the church to the club, for as the couple left the car Mrs. McCarthy wiped from her husband's lips a mark of red lipstick.



EMERSON 21" SCREEN "SPACE-SAVER" MODEL 740



PATENT APPLIED FOR

Now! A TV Picture So Clear, So Sharp ...you'll think you're at the movies!

NEW SPACE-SAVER 21-INCH MODELS.

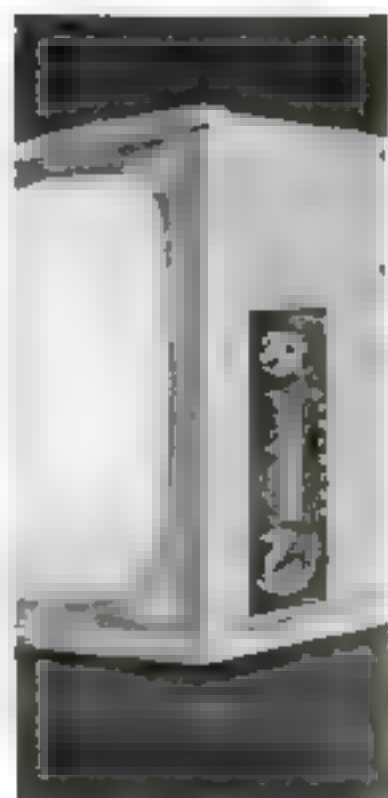
The talk of the TV world! The largest picture in the most compact cabinet—and only Emerson has it.

UNUSUAL FRINGE AREA RECEPTION!

Emerson's Dynapower Chassis gets even "difficult" stations sharp as a "movie!" Ends "ghosts," shadows, all TV nuisances. Miracle Picture Lock holds the picture steady *all the time!*

READY NOW FOR UHF! BUILT-IN ANTENNA! And you choose from 44 distinctive models, priced as low as... **\$14995**

(includes excise tax and warranty)



THE SECRET!

Emerson's revolutionary *side controls* make the Space-Saver cabinet possible.

The front is all screen! A full 21" picture in the slimmest, trimmest cabinet, *ever!* All wood, in blonde, mahogany and other fine finishes.



Emerson

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See Paul Winchell and Jerry Mahoney, stars of "The Paul Winchell Show," NBC-TV Sundays, 7:00 to 7:30 p.m., E.S.T. sponsored by Procter and Gamble.

McCarthy Wedding CONTINUED



ALLEN DULLES, Central Intelligence Agency chief, who fought off McCarthy inquiry of his agency, arrives at church with Mrs. Dulles.



HAROLD STASSEN, MSA chief, who attacked McCarthy for "undermining" U.S. objectives abroad, arrives at church with Mrs. Stassen.



SENATOR AND MRS. McARTHURY kneel at white silk-covered prie-dieu at the beginning of low nuptial mass which followed their wedding ceremony.



JACK DEMPSEY, an old friend of McCarthy's, executes a quick one-two of kissing the bride and shaking hands with the bridegroom in the receiving line.



1. Jolly Jeff, the laughing man, was broad of beam and girth, An overwhelming monument of merriment and mirth. "I've heard about you Statler folks," the rotund funster said. "Suppose you've got a room that's got an extra-sturdy bed?"



2. They showed him to a room which had a sturdy bed indeed, For Statler rooms are *all* designed to answer every need. He looked around and chuckled, "Here's a friendly kind of place— It's clean and bright and cheerful, and there's lots of extra space."



3. "I hope there's room for all of me," said Jeff in Statler's tub. The spacious bath had room to spare—he settled down to scrub. "There's lots of soap and soft white towels—that I'm glad to see— It takes a lot to do the job for someone built like me!"



4. "This Statler food is excellent!" the gleeful gourmet cried. "Egad! What pie! I'll have some more! There's still some room inside. And after that, some more ice cream—I just can't get my fill! Why, eating at the Statler is a super-special thrill!"



5. "The Statler's like a paradise! Why everything's next door. That means a lot to folks like me, for walking's quite a chore. But fat or thin or in between, you'll find the Statler's best. It's really true, just like they say—you really are a guest!"

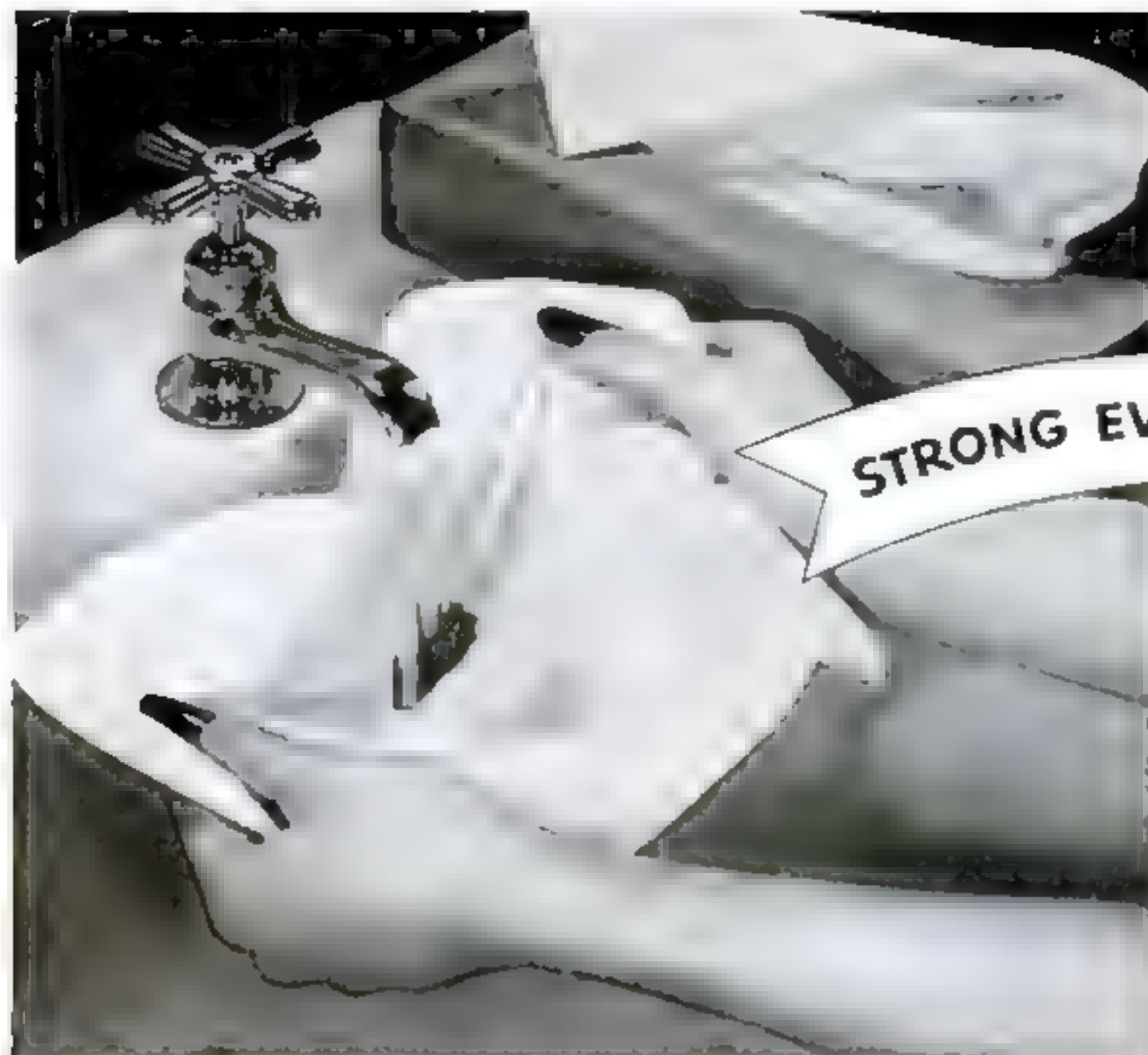
"Remember, drive carefully! Safety's never out of season."



STATLER HOTELS, NEW YORK • BOSTON • BUFFALO • DETROIT
CLEVELAND • ST. LOUIS • WASHINGTON • LOS ANGELES

★
ANOTHER GREAT NEW STATLER—HARTFORD
(OPENING SUMMER, 1934)

Do you owe yourself a treat? Make it a weekend at the Statler!



Hold any cleansing tissue without wet-strength under a moderately running faucet. Water makes a hole instantly, tissue "dissolves"



Hold a New Scottie with "wet-strength" under the faucet. See how it actually holds water without tearing

STRONG EVEN WHEN WET

New Scotties *have* "Wet-Strength"

**STRONGER FOR SNEEZES AND BLOWS,
FOR MAKE-UP REMOVAL**

Yet Softer than ever!

Here is the first silky-soft tissue handkerchief to stand up to heavy cold use. New Scotties have such amazing "wet-strength," they don't crumble, under a vigorous masculine sneeze or blow. They remove heavy "wet" facial creams and lipstick neatly with no messy shredding.

Yet with all their sturdy "wet-strength," New Scotties are softer, gentler than ever.

Even when your nose is cold-sore and tender, you can use a New Scottie and not irritate your sensitive skin.

Get several boxes of New Scotties next time you are marketing. Keep them handy in the bathroom, kitchen and bedrooms, within easy reach of every member of your family. They're another great Scott value—Scotties are thrifty.

SCOTTIES, REG. U. S. PAT. OFF.



**Big Family Box
or Handy Vanity Size**





REVISITING KRAAL, Mavis, dressed up with doll, feels estranged from "family" and old playmate.

Is This Girl Part Zulu?

Dr. Johan Hendrik Botha, who runs a clinic in Natal, does not like Zulus. They smear themselves with clay and animal fat and wear goats' bladders as hair decoration. When he found a little girl with white skin, blond hair and green eyes playing on the cowdung floor of a hut in a remote kraal, an African village, he was shocked. He took her home to his wife.

There the girl, whose name was Mavis, was scrubbed and dressed. Shoes were found to fit feet grown large running barefoot. Although Mavis could speak only Zulu she was allowed to do things forbidden nonwhite children by the rigid race laws of South Africa: sit next to whites at soda fountains and play with white children on swings in public parks. Taken back to visit the kraal after two weeks with the Bothas, she showed plainly that she preferred the comforts of white Africa.

Under relentless questioning, Mavis' frightened black "grandmother" told various stories, first that Mavis had been left in the kraal by a white woman, then that Mavis was the child of her daughter, Ida, and a white soldier. No one could be sure which story was true but, basing their decision partly on the grounds that 6-year-old Mavis "habitually associated" with nonwhites, government officials said that they would ask the Childrens Court to declare the child colored. Meanwhile Mavis, all unaware, played happily in the home of Zulu-speaking white friends of the Bothas and started learning English and Afrikaans.



BLOND MAVIS is "biologically white" according to Dr. Botha. With this straight, silky hair,

he argues that she could not possibly be Negro. He thinks she was abandoned by white mother.

Bactine

BRAND

does everything any antiseptic does and More -MUCH MORE!



Superior . . .

- GERM KILLING
- EASING OF PAIN OF BURNS
- RELIEF FROM ITCHING
- DEODORIZING
- DISINFECTING
- SAFETY

Doesn't Hurt • Doesn't Stain

Fresh, Clean Odor

LOOK AT ALL THESE Advantages!

USE Bactine FOR...



ATHLETE'S FOOT

BACTINE kills over 90% of all fungus germs causing Athlete's Foot; it soothes the itching and soreness!



BURNS* • SUNBURN

BACTINE checks pain fast; helps prevent infection and so helps healing. It isn't greasy; has a fresh, clean odor.



SKIN IRRITATIONS*

BACTINE soothes itching of heat rash, hives, chafed skin and guards against infection. It doesn't stain skin or clothing.



SICKROOM ANTISEPTIC

BACTINE disinfects and cleanses thermometers and sickroom utensils. It leaves a fresh, clean odor.

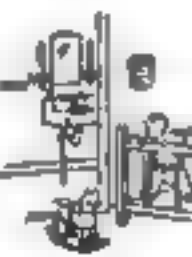
*Do not try to treat serious or extensive burns or skin irritations—consult your doctor.



FIRST AID

BACTINE is a powerful germ-killer for cuts, scratches and abrasions; it checks infection and so helps healing.

Especially desirable for children because it doesn't hurt, and cleans the injury while it kills the germs. BACTINE doesn't stain; it has a fresh, clean odor.



NURSERY • BATHROOM DISINFECTANT

BACTINE fights germs in the home by cleaning, disinfecting and deodorizing at the same time. Its germ-killing action lasts for hours after application.



INSECT BITES

BACTINE quickly checks the itch of mosquito and chigger bites. It helps prevent infection, and soothes irritated skin!

NOTE TO PHYSICIANS: Doctors not already familiar with BACTINE are invited to write for professional literature giving basic research and clinical data.

Buy Bactine

BRAND

AT ALL DRUG STORES
3 CONVENIENT SIZES



MADE BY THE MAKERS OF ALKA-SELTZER

MILES LABORATORIES INC., ELKHART, INDIANA



WITH FIRST PICTURE BOOK, Mavis, unable to interest 2-year-old George Botlia, turns to Negro boy who understands her chattering Zulu.



BUYING HER NEW SHOES, Mavis tries one on for size. Other shoppers in the race-conscious town patted her head and showed themselves friendly.



AT FAMILY BREAKFAST, using strange knives, forks and spoons, Mavis eats unperturbed, while George, jealous over newcomer, bursts into tears.

CONTINUED ON PAGE 72



1. RADNOR — Has soft collar with short rounded points designed to be worn with a pin; French or button cuffs.

Pick a number - any number - it's an Arrow !

Contrary to popular opinion, a man can wear *many* different collar styles. Especially if he has the good judgment to pick Arrow.

Why Arrow? Well, as just about everyone knows, an Arrow shirt is the best-styled, best-fitting shirt you can buy. And not only in the collar. Arrow shirts are Mitoga® tailored to fit *your* body. No untidy, double-handful of shirt at the waist. Just a smooth, neat, tapered line that does things for any man's physique.

And all these Arrows carry the "Sanforized" trade-mark — fabric shrinkage not over 1%.

Why don't you decide right now to try a *different* collar style? Here are eleven

to choose from. Your Arrow dealer can show you more. Priced at \$3.95 and up. The tie shown here is a "Golden Arrow" — all silk, at \$3.50.

ARROW®
→
**WHITE
SHIRTS**

Styled by Cluett, Peabody & Co., Inc.



2. DART — Broadcloth; nonwilt collar, "regular"-length points.



3. DREW — Broadcloth; low-band, medium-short nonwilt collar.



4. ARDEN — Broadcloth; nonwilt spread collar, short points.



5. BI-WAY SPREAD — Low-set soft collar, medium-long points, stays



6. TOUR — Soft low-band collar, medium points, French or button cuffs.



7. DOVER BUTTON-DOWN — Soft collar, medium-length points.



8. PAR — Broadcloth, soft, spread-collar; French or button cuffs.



9. SUSSEX BUTTON-DOWN — Soft, spread collar, French or button cuffs.



10. MET — Low-band soft collar; medium points; French or button cuffs.



11. NEWPORT — Soft spread, rounded points; French or button cuffs.

All American Choice



EARLY TIMES

Now America's Leading Premium Straight Whisky*

Long the favorite straight whisky in Kentucky, where the best of whiskies come from, Early Times is now truly an "All American choice," the leading premium straight whisky in all America. Early Times is *bearty* but never heavy—all whisky, *fine* whisky, every ounce a *man's* whisky—every man's best whisky *buy*. Try it today!

*EARLY TIMES OUTSELLS ALL OTHER STRAIGHT WHISKIES AT OR ABOVE ITS PRICE.

*Every Ounce
a Man's Whisky*

KENTUCKY STRAIGHT BOURBON WHISKY

EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KENTUCKY • 86 PROOF



PART ZULU? CONTINUED



WATCHING A NANNY care for a white child, Mavis glimpses her possible future. If government insists that she is colored, Mavis may be a nanny too.



ENDING A HAPPY DAY shopping in Dundee, Mavis sips strawberry milkshake in white milk bar, a pleasure hers only while she is considered white.

No pussy-footing
with medical claims:



For a TREAT
instead of a TREATMENT
smoke **Old Golds**





Save Money! Buy Giant Sizes

COLGATE PALMOLIVE & 'VASELINE' Toiletries

JUST LOOK AT THESE SAVINGS! All these famous Colgate Palmolive and 'Vaseline' products are on display at Toilet-Goods Counters through-

out the country. Look for the GIANT DISPLAY of GIANT SIZES. Ounce for ounce they cost far less than regular sizes. Stock up now, and save!



COLGATE DENTAL CREAM—Now! One brushing with Colgate Dental Cream removes up to 85% of decay and odor-causing bacteria!
Economy Size.....63¢

YOU SAVE 14¢



LUSTRE-CREME SHAMPOO—Beautiful hair is kept at its loveliest with Lustre-Creme Shampoo. Used by famous Hollywood stars for glamorous hair!
Economy Size.....\$2.00

YOU SAVE \$1.24



RAPID-SHAVE AEROSOL LATHER—New lather bomb! For rapid shave, just press. Instant lather at your fingertips. Faster shaves—and smoother, too!
Save time..... Save your face!

GIANT SIZE 79¢



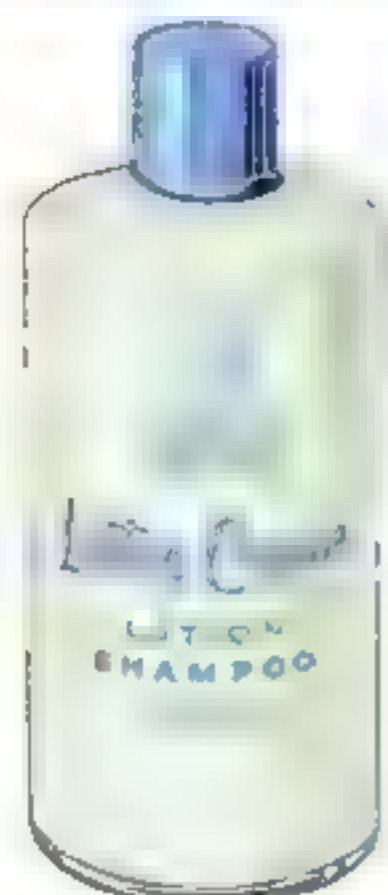
'VASELINE' HAIR TONIC—Hair looks better... scalp feels better when you check DRY SCALP with 'Vaseline' Hair Tonic!
Giant Size.....83¢ (plus tax)

YOU SAVE 64¢



HALO SHAMPOO—“Soaping” duds hair—Halo glorifies it! Yes, Halo reveals the hidden beauty of your hair!
Giant Size.....89¢

YOU SAVE 36¢



LUSTRE-CREME SHAMPOO IN LOTION FORM—Famous Lustre-Creme in new easier-to-use lotion form. Leaves hair more shining, wonderfully fragrant, never dull or dry.
Economy Size.....\$1.00

YOU SAVE 41¢



COLGATE CHLOROPHYLL TOOTHPASTE—New, exclusive Colgate formula gives the full benefits of chlorophyll to destroy bad breath originating in the mouth.
Economy Size.....89¢

YOU SAVE 34¢



'VASELINE' CREAM HAIR TONIC—Contains Viratol—a special compound to give hair a natural, fresh-combed look that lasts all day! Homogenized for easy flow.
Giant Size.....59¢ (plus tax)

YOU SAVE 8¢

VETO CREAM DEODORANT, Economy Size, 59¢ (plus tax), **SAVES YOU 13¢** ★ **VETO SPRAY DEODORANT**, Deluxe Size, \$1.00 (plus tax), **SAVES YOU 25¢**

COLGATE BRUSHLESS and PALMOLIVE BRUSHLESS SHAVING CREAMS, Giant Size, 47¢, **SAVES YOU 14¢**

PALMOLIVE LATHER and COLGATE LATHER SHAVING CREAMS, Giant Size, 53¢, **SAVES YOU 17¢**



HERD OF DELICATE DESTROYERS

The holocaust above may be the costliest fire caused by animals since Mrs. O'Leary's cow. It is the climactic scene of Paramount's forthcoming movie, *Elephant Walk*, and takes place on a Ceylon plantation whose owner built his manor across the path elephants used from jungle to river. In this episode, a herd of elephants, asserting ancient rights, march through the house breaking furniture, upsetting kerosene

lamps, causing general consternation. The actual shooting of the scene in Hollywood brought consternation to the studio. Trying to escape the flames and upset by falling plaster, the 11 elephants made for the side lines, scattering assistant directors like singed flies. True to their training, they did their best not to break anything. Finally, driven to it, the delicate beasts did a thorough job of demolishing the \$100,000 set.

CONTINUED ON NEXT PAGE



Orator



Miss America



Frogman



Fuful

No matter how you sleep,
you'll sleep better on an
Airfoam mattress by **Englander**



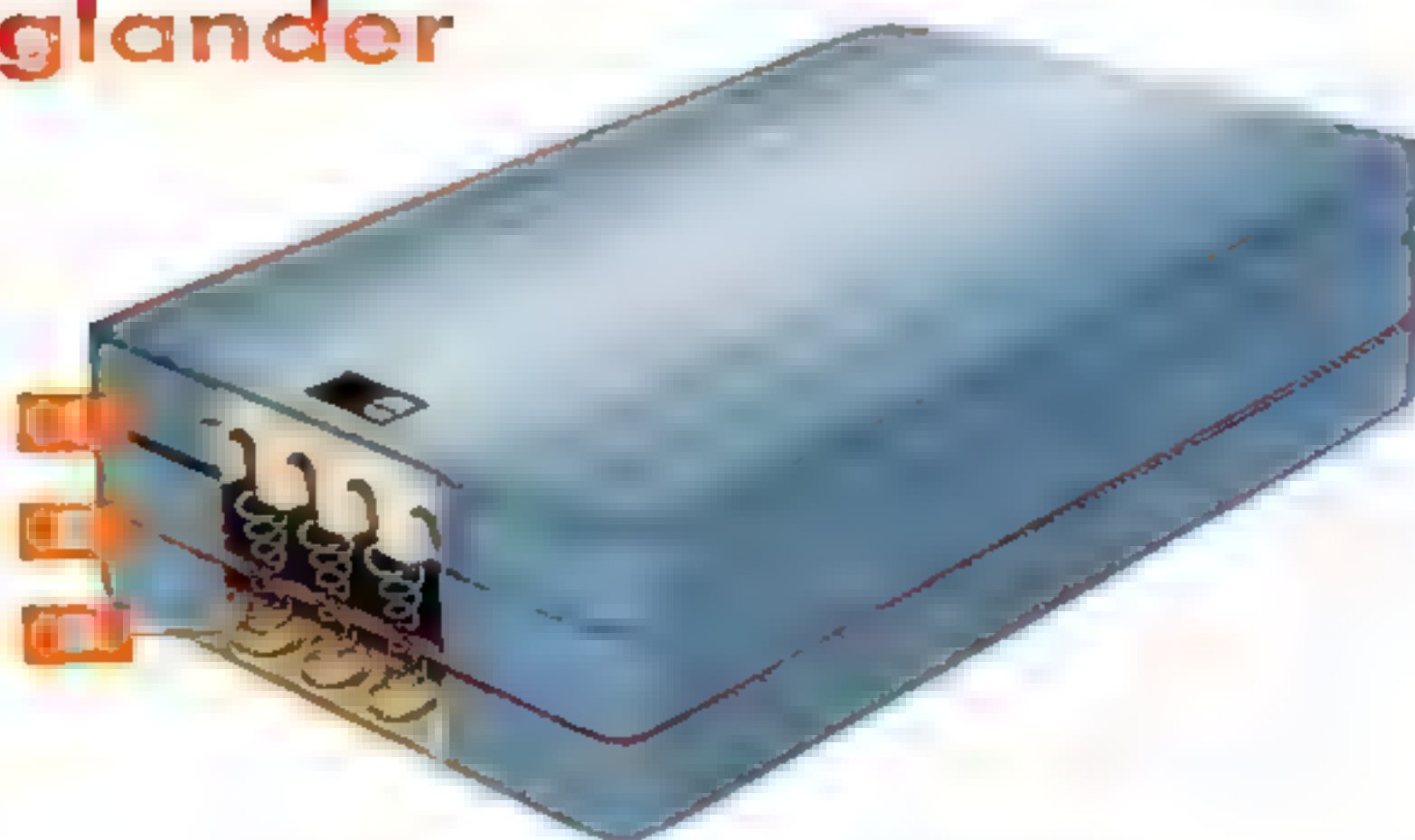
Littlest Angel



Miss Prim



Traveler

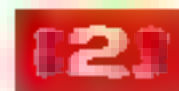


Get the sleep that's 3-layers deep

Three-layer sleep is better sleep, and it's easy to see why. The secret is: *what's inside*. Englander's mattress of Goodyear's Airfoam with the famous Englander Red-Line Foundation gives you Englander's exclusive 3-layer principle of comfort and firm support.



It cushions. Airfoam mattress cushions you on bubbles of air. Cool, odorless, never sags or lumps, never needs turning.



It yields. Top spring layer of Englander Red-Line Foundation yields to fit your body weight and contour.



It supports. Bottom spring layer, separated from top layer by a flexible steel band, gives firm support for healthful sleep.

Look for the Red-Line when you buy. Have your favorite furniture or department store send an Airfoam Red-Line Ensemble to your home for a 30-Day Free Trial. *It's guaranteed for 20 years.*

Englander mattress of Goodyear's **Airfoam*** \$7975
Englander **Red-Line*** Foundation \$6975



See what's inside your Englander Red-Line Ensemble: On top is a cushioning layer—Englander's mattress of Goodyear's Airfoam. Beneath is Englander's famous Red-Line Foundation with exclusive two-layer springs—the upper layer to yield and conform to your body, the lower layer to give firm support.



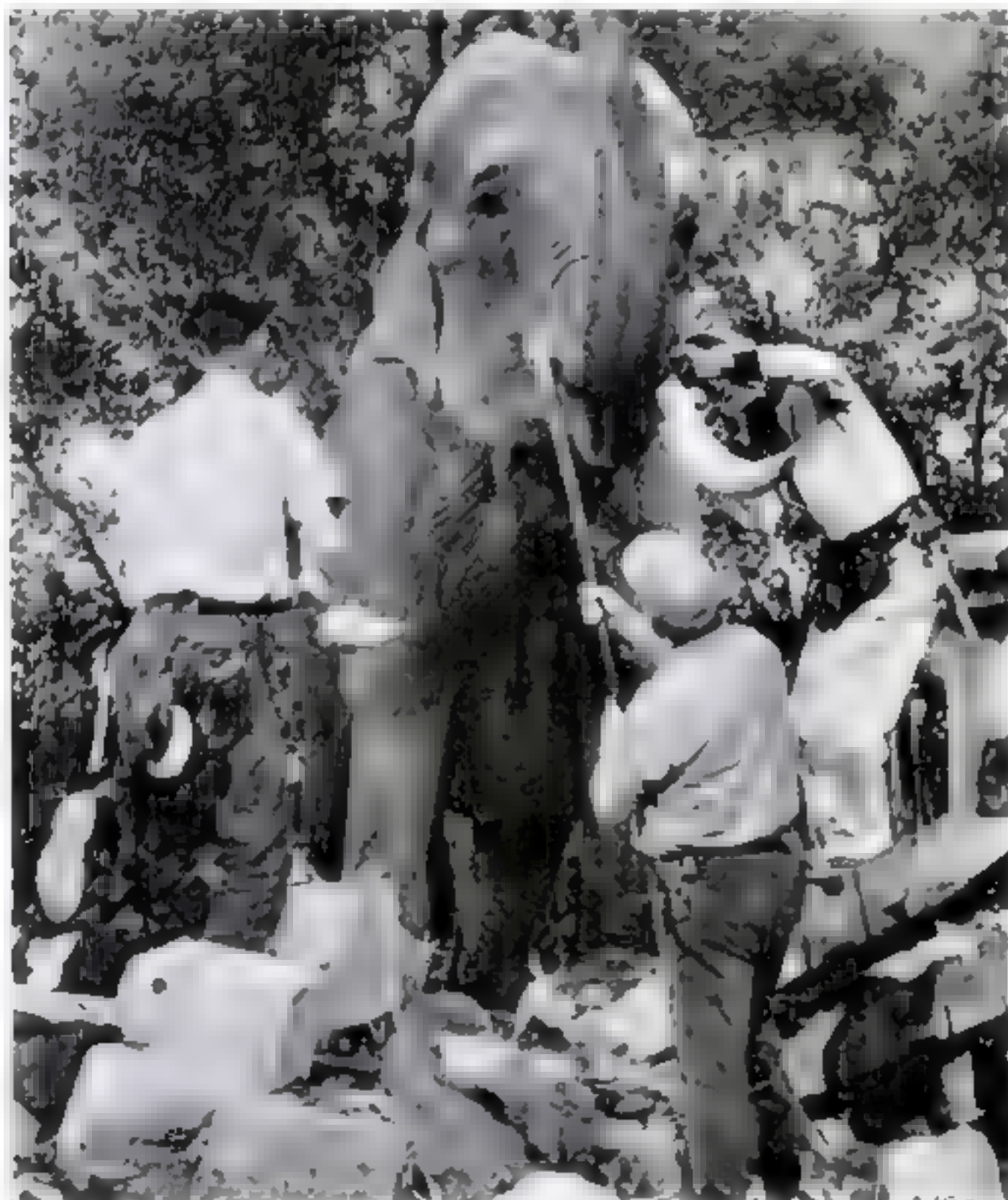
'Elephant Walk' CONTINUED



APOSTLES OF DESTRUCTION, a trainer (in dark glasses) and assistant director (crouching), urge gentle beasts to trample harder on the furniture.



MECHANICAL TRUNK was constructed to perform misdeeds which the live elephants balked at, like knocking down lamp which sets off the holocaust.



FALSE TUSKS are fitted to Emmy, a female, to make her look fiercer. Females do not have tusks and no males were allowed on set for fear of trouble.

*I dreamed
I went square-dancing in my
maidenform bra*

Circle round and watch me whirl
—I'm promenading in my dream of a bra!
I'm stepping lively, looking lovely...
with Maidenform to call the tune
this country style is city-slick.
And don't you love the lift
it gives an old fashioned hoe-down!



Shown: Maidenform's Over-ture®;
in acetate satin, broadcloth,
nylon lace and taffeta... from 1.75
There is a *maidenform*
for every type of figure.*
Send for free style booklet
Maidenform, New York 16



REG. U. S. PAT. OFF. © 1953 MAIDENFORM BRASSIERE CO. INC. BIRTH: GARRIE HUNN JEWELRY: MONEY



REXALL ASPIRIN

None finer, none faster acting.
5-grain, 100's.

Reg. 54¢ **2 for 55¢**

REXALL 1¢

A Penny More Buys Twice as Much



REXALL RUBBING ALCOHOL COMPOUND

Finest quality.

Reg. 69¢ Pint **2 for 70¢**

REXALL SACCHARIN TABLETS

¼ gr., 100's. Reg. 35¢.....2 for 36¢
¼ gr., 1000's. Reg. \$1.08.....2 for \$1.09
½ gr., 100's. Reg. 45¢.....2 for 46¢
½ gr., 1000's. Reg. \$1.26.....2 for \$1.27
1 gr., 1000's. Reg. \$1.49.....2 for \$1.50



REXALL KLENZO MOUTHWASH

The only ruby-red antiseptic mouthwash and gargle.

Reg. 79¢ pint **2 for 80¢**



REXALL Mi-31

Ideal mouthwash, gargle, breath-deodorant.

Reg. 79¢ pint **2 for 80¢**



INDELO LIPSTICKS

by Adrienne

Choice of 6 glamorous shades.

Reg. \$1.00 **2 for \$1.01**



REXALL COD LIVER OIL

High potency, full pint.

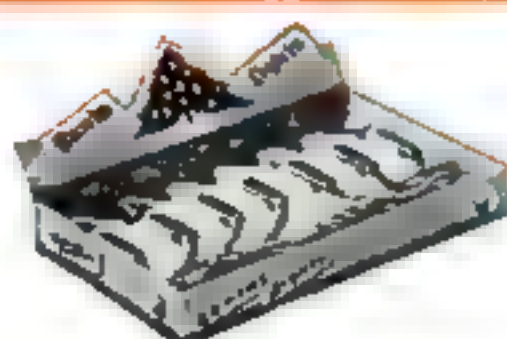
Reg. \$1.49 **2 for \$1.50**

Don't Miss These Money Savers

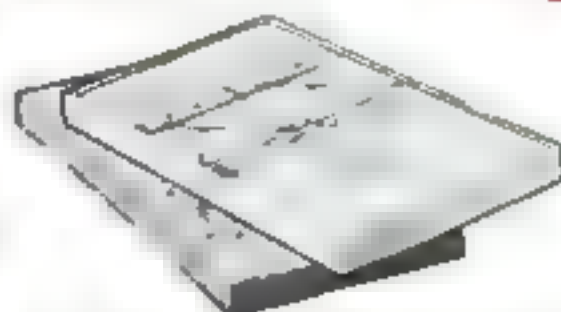
Not 1¢ Sale Merchandise...

But Bedrock Bargains Too Good to Miss

- ☐ Rexall Epsom Salt, pound....2 for 46¢
- ☐ Gales Peanut Butter Cups, box of 12 delicious candy patties.....2 for 39¢
- ☐ Liggett's Milk Chocolate Bar, plain or with almonds.....2 for 37¢
- ☐ Gales Rum and Butter Toffee, 2 for 50¢
- ☐ \$50,000 Chocolate Syrup, 7 oz. 2 for 23¢
- ☐ Plastic Christmas Tree Ornaments, 2 styles of balls and bells.....2 for 13¢
- ☐ Cut Glass Tumbler, 10 oz.2 for 19¢
- ☐ Cannon Dish Towel, 16"x32"....2 for 49¢
- ☐ Cannon Bath Towel, 20"x40"....2 for 75¢
- ☐ Cannon DeLuxe Wash Cloth, 2 for 28¢
- ☐ Rex-Seltzer, effervescent alkalizer for acid-indigestion, 25's.....2 for 59¢
- ☐ Tiny Tot Antiseptic Baby Oil, 2 for 58¢
- ☐ Tiny Tot Baby Powder, 4 oz.2 for 30¢
- ☐ Tiny Tot Baby Cream or Lotion. Pure, mild, antiseptic, 2 oz.2 for 58¢
- ☐ Aga-Rex, mild laxative, pint. 2 for \$1.11
- ☐ Elkays Moth Fume Crystals, 2 for 80¢
- ☐ Rexall B-Complex Capsules. Vitamin B factors. 100's2 for \$2.60
- ☐ Rexall Boric Acid Ointment, soothing, healing. 1-oz. tube.....2 for 32¢
- ☐ Adrienne Velour Powder Puff, 4 inch, luxuriously soft.....2 for 26¢
- ☐ "8480" Nail Polish Remover, 2 for 36¢
- ☐ Cocoa Butter Sticks, soften skin, 2 for 31¢
- ☐ Rexall Milk of Magnesia Tablets in handy pocket-size tin, 36's....2 for 29¢
- ☐ Rexall Sugar-Free Tooth Paste, fresh, minty flavor, 3¼ oz.2 for 56¢



CHRISTMAS TREE LIGHTS
Seven independently burning lights with clips, add-on plug.
\$2.39 value.....**1.69**



BOUQUET DESIGN WRITING PAPER. 24 beautifully decorated, embossed sheets; 12 plain sheets; 24 plain envelopes.
\$1.25 value **59¢**



LORIE PERFUMED BUBBLE BATH
3 boxes (60 packets) in 5 assorted fragrances.
\$3.00 value **98¢**



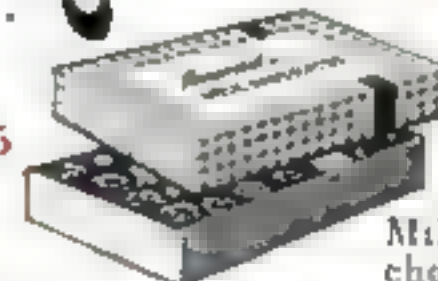
REXALL PURETEST MINERAL OIL. Extra-heavy... colorless, odorless, tasteless... non-habit-forming.
Pt., 2 for 86¢ Q1., 2 for \$1.26



ELKAYS AIR REFRESHER. Easy-to-use push button spray kills offensive odors.
98¢ value **59¢**



SPUNTEX NYLONS
First quality DuPont nylons; 51 gauge, 15 denier; popular shades.
2 pairs \$2.58 value **1.51**



HOMESTEAD CHOCOLATES
Milk or dark coated chocolates; tasty, assorted centers. 2 lbs.
\$1.59 value **1.19**



CLIFTON FEVER THERMOMETER
with case. Oral or Rectal.
\$1.35 value **67¢**



REXALL CHLOROPHYLL TOOTH PASTE
Sweetens the breath as it cleans.
Regular 69¢ giant tube **3 for 99¢**



REXALL AMMONIATED TOOTH PASTE
Helps prevent tooth decay when used after eating... pleasant after-taste. **2 for 61¢**



REXALL PLASTIC QUIK-BANDS. Elastic adhesive bandages that stretch and cling. Waterproof. Plain or mercurochrome.
Reg. 39¢ **27¢**

You can depend on any drug product

SALE

SALE DAYS

Wednesday October 14th
Thursday October 15th
Friday October 16th
Saturday October 17th

Use this ad as your shopping list and order in advance. Your Rexall Family Druggist will gladly lay away your order, to be picked up any time during the sale

... At Rexall Drug Stores Everywhere



CHRISTMAS CARDS

Cascade—20 assorted cards.

Reg. 60¢ **2 for 61¢**

DeLuxe—20 exquisite cards.

Reg. \$1.00 **2 for \$1.01**



REXALL GLYCERIN SUPPOSITORIES

Adult or Infant, 12's.

Reg. 43¢ **2 for 44¢**



LAVENDER or ADRIENNE SCENTED BATH POWDER

Fragrant, fine-textured.

Reg. \$1.25 **2 for \$1.26**

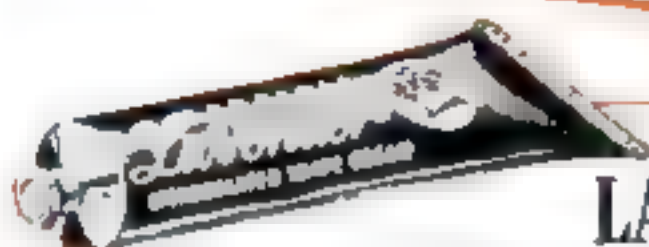


REXALL PANOVITE

Each capsule supplies all vitamins with known minimum daily requirements.

Vitamin A	5,000 U.S.P. units
Vitamin D	1,000 U.S.P. units
Vitamin B ₁	2.5 mg.
Vitamin B ₂	2.5 mg.
Vitamin C	50 mg.
Niacinamide	20 mg.
Vitamin B ₆	200 mcg.

100's Reg. \$3.10 **2 for \$3.11**



LAVENDER MENTHOLATED SHAVE CREAM

3 1/4 oz. Brushless or 3 1/2 oz. Lather

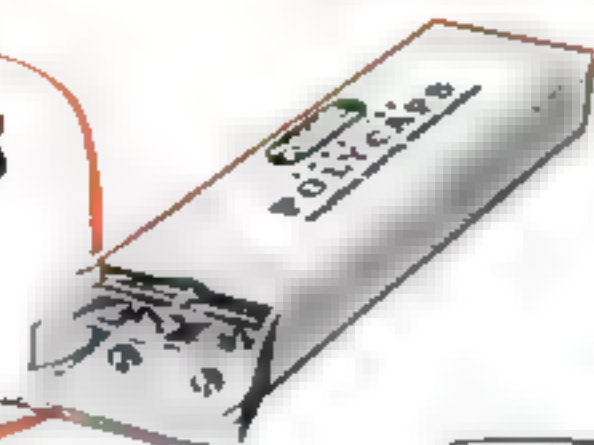
Reg. 59¢ Tube **2 for 60¢**



REXALL ASPIRIN FOR CHILDREN

50 orange-flavored, 1-grain tablets.

Reg. 35¢ **2 for 36¢**



REXALL POLYCAPS

Multi-vitamin capsules for children, 72's.

Reg. \$1.98 **2 for \$1.99**



REXILLANA COUGH SYRUP

Pleasant tasting.

Reg. 59¢ **2 for 60¢**
4 oz.



MONACET APC TABLETS

Helps relieve headaches, muscular pains and cold discomforts.

25's Reg. 33¢ **2 for 34¢**

100's Reg. 79¢ **2 for 80¢**

☐ **Rexall Boric Acid.** Powder or crystals. A soothing, cleansing lotion for eyes, nose, throat and skin surfaces when used in solution. Also ideal as a household cleansing agent. 4 oz., 37¢... **2 for 38¢**



☐ **Rexall Spirit of Camphor.** Helps relieve discomfort of cold sores, 33¢... **2 for 34¢**

☐ **Lavender After-Shave Lotion.** Refreshing, masculine; leaves skin fresh and stimulated for hours. Reg. 85¢... **2 for 86¢**

☐ **Rexall Milk of Magnesia.** A mild, creamy-smooth compound that gets away from that "earthy" taste usually associated with Milk of Magnesia. Its gentle but thorough laxative and antacid action helps relieve temporary constipation, heartburn, and sour stomach due to excess acidity. Pint 43¢... **2 for 44¢**

☐ **Rexall Eyclo.** A soothing, cooling and cleansing eye lotion. Reduces irritations caused by exposure to dust, wind, smog, sunlight or strong light. Half-pint with handy eye-cup, 69¢... **2 for 70¢**



☐ **Rexall Hygienic Powder.** Makes an ideal cleansing solution for use in spray, gargle, or syringe when dissolved as directed. Also excellent for soothing superficial scalds and burns when applied externally. 6 ounces 75¢... **2 for 76¢**

☐ **Klenzo Nylon Tooth Brushes.** Choose from 4 styles with medium-hard or soft bristles. Assorted colors, 39¢... **2 for 40¢**

☐ **Fungi-Rex, Gresseless.** Gives soothing, fast relief from itching and discomfort of athlete's foot. 1 1/2 oz. 75¢... **2 for 76¢**

☐ **Theatrical Cold or Cleansing Cream.** These fine grade cold and cleansing creams have been favorites of the theatrical profession for over 40 years. Both are ideal for removing make-up, as well as for general home skin care. Full pound, \$1.00... **2 for \$1.01**



☐ **Rexall Glycerin.** Excellent for softening skin. 3 oz. 75¢... **2 for 76¢**

☐ **Rexall Peroxide of Hydrogen, 3%.** Ideal cleansing solution for cuts and abrasions. Helps check cold sores in early stages. Relieves irritations caused by poison ivy or by stings of non-poisonous insects. Pint 45¢... **2 for 46¢**

☐ **Alro-Rex Rubbing Alcohol Compound.** A cooling, invigorating body rub. Also effective in reducing body temperature in fever. Pint 49¢... **2 for 50¢**

☐ **Elste Linen Pound Paper.** These large flat sheets of fine, linen-finish stationery offer an exceptional value. Package of 50, 85¢, **2 for 86¢.** Fifty matching envelopes of the same fine stock, 85¢... **2 for 86¢**

☐ **Helen Cornell Bobby Pins.** 24 regular or 18 rubber-tipped pins. Choose from black or bronze, 10¢... **2 for 11¢**

☐ **Garden Spice Stick Cologne.** Refreshing, convenient, spill-proof, \$1... **2 for \$1.01**

☐ **Rexall Peptons.** A popular, moderately priced tonic for the treatment of ample or nutritional anemia. Builds up the appetite. Full pint, \$1.39... **2 for \$1.40**

☐ **Rexall Aspirex Cough Drops.** Relieve minor throat irritations, 15¢... **2 for 16¢**

☐ **Mi-31 Throat Tablets.** Delicious, easy-to-take wafers, relieve coughs due to colds, leave mouth fresh. 24's, 25¢... **2 for 26¢**

☐ **Adrienne Bath Salts.** Soften water, subtly scented; 13 oz., \$1.10... **2 for \$1.11**

☐ **Rexall Boric Acid Solution.** Soothes and cleanses eyes. 4 oz., 25¢... **2 for 26¢**

☐ **Plastic Scruffs.** Ladies' assorted sizes and designs, 49¢... **2 for 50¢**

**More 1¢ sale
bargains on
next page** →

that bears the name Rexall

Right reserved to limit quantities. Prices subject to Federal Excise Tax where applicable. Items, prices and dates may vary slightly in Canada. Rexall Drug Co., Los Angeles 48, California.

SHAVING AIDS

- ☐ **Rexall Ready Shave.** A rich, easy-shaving lather always at your finger tips for it's packaged in a push-button, pressurized container. Just press for billows of rich lather. 10 oz., \$1.00.....2 for \$1.01
- ☐ **Rexall Witch Hazel.** Makes an excellent after-shave lotion as well as facial astringent. Full pint, 57¢.....2 for 58¢
- ☐ **Rexall Shaving Cream.** Brushless or lather. Gives speedy, "slick-as-a-whistle" shaves at a bargain price, 39¢....2 for 40¢
- ☐ **Rexall Shaving Lotion.** Stimulating, refreshing. 6-oz. bottle, 49¢.....2 for 50¢
- ☐ **Permerge Razor Blades.** 20 single or 18 double edge. Extra long life, extra keen. Every blade guaranteed, 49¢....2 for 50¢
- ☐ **Klenzo Lather Shaving Brush.** Long-lasting bristles, \$1.....2 for \$1.01
- ☐ **Lavender Shaving Bowl.** A large supply of whisker-wilting Lavender shaving soap. Fresh, manly scent, \$1.102 for \$1.11
- ☐ **Rexall Styptic Pencil.** Jumbo size. Stops bleeding of razor nicks, 15¢.....2 for 16¢
- ☐ **Rexall Bay Rum.** After-shave lotion and skin freshener; made from the finest imported distilled oil of Bay leaves. Pint, 59¢.....2 for 60¢



TOILETRY TIPS

- ☐ **1. Lavender Stick Cologne.** A gently scented, refreshing cologne in handy no-waste stick, \$1.00.....2 for \$1.01
- ☐ **2. Adrienne Cleansing Cream, Cold Cream or Hand Cream.** These products offer exceptional value, as they are of highest quality. 85¢.....2 for 86¢
- ☐ **3. Helen Cornell Hormone Cream.** Contains 10,000 International Units of natural estrogenic hormones per ounce. A luxurious night cream, 2 oz., \$1.00....2 for \$1.01
- ☐ **Ilasol Hand Lotion.** A non-sticky, fast-drying hand lotion. Smooths and softens hands after exposure to weather or water. Excellent as a powder base and cuticle softener. 8 oz., 79¢.....2 for 80¢
- ☐ **Dainty Deodorant Cream.** Effective, long-lasting deodorant and antiperspirant. Odorless. Won't harm clothing. 1½ oz. jar, 49¢.....2 for 50¢
- ☐ **Adrienne or Lavender Cologne.** Choose the dainty, invigorating fragrance that suits you best. 4 oz., \$1.25.....2 for \$1.26
- ☐ **Helen Cornell Toilet Soap.** Six cakes of fine, delicately scented toilet soap beautifully packaged. An ideal gift for a friend... for yourself. \$1.19.....2 for \$1.20
- ☐ **Dainty Deodorant Stick.** Easy to use... no waste, no muss. Won't stain dresses. Lasts for hours. 2½ oz., 89¢....2 for 90¢
- ☐ **Adrienne Face Powder.** Imparts a soft, glamorous look... lasts and lasts. Choice of shades. Regularly, 85¢....2 for 86¢ Compressed (with 2¼" puff), \$1....2 for \$1.01
- ☐ **Lavender Talcum.** Fine talc, delicately scented, 3½ oz., 40¢.....2 for 41¢
- ☐ **Mascal's Hand Lotion.** A soothing, softening lotion that combats the roughening effect of wind and water. Ideal as an after-shave lotion. Pint, 69¢.....2 for 70¢
- ☐ **Dainty Deodorant Cologne.** Famous cologne deodorant now in handy, plastic squeeze-bottle. It's fast, it's safe, it's so effective. 3 oz., 98¢.....2 for 99¢
- ☐ **Sequoia Pine Bath Oil by Lorie.** Churns into a million bubbles of refreshing fragrance... softens hardest bath water. 6 oz. bottle, \$1.00.....2 for \$1.01
- ☐ **Mascal's Hand Cream.** A greaseless, vanishing cream that softens and smooths rough skin. Offers protection from weather when used as powder base. 6¾ oz., 59¢, 2 for 60¢

Two-for-one.. 1 Plus a Penny! REXALL SALE

At Rexall Drug Stores Everywhere

SALE DAYS

Wednesday Oct. 14th
Thursday Oct. 15th
Friday Oct. 16th
Saturday Oct. 17th

- ☐ **"8480" Nail Clippers.** Made of durable spring steel, 25¢.....2 for 26¢
- ☐ **Adrienne De Luxe Velour Powder Puff.** Large 3" size, 15¢2 for 16¢
- ☐ **"8480" Talcum.** Soft, fragrant, absorbent talcum in handy oval can with perforated applicator. 1 lb., 59¢.2 for 60¢
- ☐ **Rex-Olive Complexion Soap.** Large 3½" x 2¼" cake. Gives creamy-rich lather, ideal for skin care, 10¢.....2 for 11¢
- ☐ **Violet Cerate Cream.** Keeps hands soft and smooth, 3 oz., 85¢.....2 for 86¢
- ☐ **Dainty Deodorant Soap** with miracle deodorant Actamer. No special deodorants needed when you use this mild, rich-lathering soap daily. Large cake, 25¢....2 for 26¢
- ☐ **Adrienne Foam Rubber Powder Puff.** Cloud-soft. Lasts so much longer... just wash to restore like new, 10¢.....2 for 11¢
- ☐ **"8480" Nail File or Tweezers.** Exceptionally good quality, 19¢.....2 for 20¢
- ☐ **Langlois Dry Skin Soap.** A scientifically pure soap for dry and normal skins. Richly scented. Box of 4, \$1.50.....2 for \$1.51
- ☐ **Lavender Bath Salts.** Dainty lavender fragrance; 12-oz. jar, \$1.10.....2 for \$1.11

- ☐ **Rexall Antihistamine Tablets.** Give prompt relief from the discomforts of colds and hay fever 15's, 49¢.2 for 50¢
- ☐ **Rexall Beef, Wine & Iron Tonic.** Tasty appetite stimulant, useful in simple or nutritional anemia where an iron tonic is needed due to lack of iron in the diet. Ideal for people needing tonic during convalescence. The iron and ammonium citrates supply iron, which tends to increase red blood cells in simple or nutritional anemia. The beef peptone furnishes nutrition. Full pint, \$1.50.....2 for \$1.51
- ☐ **Rexall Iron, Liver & Bone Marrow Compound.** An excellent tonic valuable in convalescence and in treatment of nutritional anemia. Furnishes iron that helps in the formation of red blood cells. Stimulates appetite. Half-pint, \$1.39.....2 for \$1.40
- ☐ **Rex-Rub.** A stimulating rubbing solution that is beneficial for relieving muscular aches and pains and superficial skin irritations. Long a favorite with athletes. Greaseless. 6-oz. bottle, 89¢.....2 for 90¢
- ☐ **Rexall Cold Tablets.** Relieve discomforts of headaches and reduce fever and the accompanying irritation of mucous membranes due to colds. 30's, 39¢....2 for 40¢

- ☐ **Rexall Gypsy Cream.** Provides cooling, soothing relief from the pain and discomforts of sunburn and superficial skin irritations, heat rash, poison ivy or oak, moth itch, bites of non-poisonous insects, nettle rash, hives or chafing. Tends to prevent infection. 8-oz. bottle, 69¢2 for 70¢
- ☐ **Rexall Orderlies.** The original chocolate-flavored laxative. Effective without being harsh. Especially popular with children. 60 tablets, 60¢.....2 for 61¢



HAIR GROOM BUYS

- ☐ **1. Helen Cornell Cream Shampoo, 4 oz. or Coconut Oil Shampoo, 8 oz.** Choose your favorite from these two lather-rich, magical cleaning shampoos. No special after-rinse needed, regular 79¢.....2 for 80¢

DENTAL NEEDS

- ☐ **Rexall Denturex Adhesive Powder.** Holds false teeth firmly in place. 3 oz., 55¢.....2 for 56¢
- ☐ **Rexall Ammoniated Tooth Powder.** Helps prevent tooth decay when used after eating. Licensed by the University of Illinois Foundation, 3 oz., 43¢....2 for 44¢
- ☐ **Rexall Flavored Sodium Perborate.** Makes ideal mouthwash or gargle in solution. 4 oz., 59¢.....2 for 60¢
- ☐ **Rexall "Self-Acting" Dental Plate Cleaner.** Easy, fast. 7½ oz., 69¢....2 for 70¢
- ☐ **Rexall Dental Floss, 30 yds.**....2 for 26¢



REXALL REMEDIES

- ☐ **1. Rexall Petrofol Mineral Oil.** A highly refined mineral oil that is tasteless, odorless, colorless, non-habit-forming. Action is gentle but thorough. Non-fattening. Pint, 59¢.....2 for 60¢
- ☐ **2. Rexall Analgesic Balm.** A soothing, cooling, counter-irritant that quickly helps relieve pain and discomfort of sore, lame muscles caused by over-exertion, exposure, bruising or colds. 1-oz., 65¢....2 for 66¢
- ☐ **3. Rexall Glycerin and Rose Water.** Keeps face and hands soft and smooth. 4 oz. bottle, regular 49¢.....2 for 50¢
- ☐ **Rexall Aqueous Nose Drops.** Give effective relief from minor congestion and irritation of the mucous membranes of the nose which accompany a cold. Make breathing easier. 1 oz., 49¢.....2 for 50¢
- ☐ **Rexall Cold Sore Lotion.** Helps to relieve the discomforts accompanying cold sores, tends to dry them out. Combines the soothing, protective properties of benzoin and camphor with the drying properties of alcohol. ¼ oz., 29¢.....2 for 30¢

VITAMIN VALUES

- | | |
|--|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> 1. Rexall ABDG Capsules. One capsule each day supplies these vitamins—
Vitamin A—5000 USP Units (1½ times M.D.A.R.*).
Vitamin D—800 USP Units (2 times M.D.A.R.*).
Vitamin B₁—1 mg. (equals M.D.A.R.*).
Vitamin B₂—2 mg. (equals M.D.A.R.*).
Niacinamide—10 mg. (M.D.A.R.* not established).
100's, \$1.59.....2 for \$1.60 <input type="checkbox"/> 2. Rexall Dicalcium Phosphate with calcium gluconate and viosterol. Each capsule supplies ½ the minimum daily requirement of calcium, ½ the required phosphorus and twice the required viosterol (Vitamin D₂). An excellent supplement to the diets of expectant and nursing mothers... and for any one lacking in calcium, phosphorus and Vitamin D. 100's, \$1.24.....2 for \$1.25 <input type="checkbox"/> Rexall Beta-Caps. Potent B-complex capsules containing the following vitamins—
Vitamin B₁—1.5 mg. (1½ times M.D.A.R.*).
Vitamin B₂—2 mg. (equals M.D.A.R.*).
Niacinamide—10 mg.
(M.D.A.R.* not established).
Vitamin B₆—1 mg.
(M.D.A.R.* not established).
Calcium Pantothenate—250 mcg.
(need in human nutrition not established).
100's, \$2.00.....2 for \$2.01 <input type="checkbox"/> Rexall Thiamin Hydrochloride Tablets. Each tablet supplies 1665 U.S.P. Units of B₁. .5 times minimum requirements*. 100's, \$1.51.....2 for \$1.52 <input type="checkbox"/> Rexall Yeast and Iron Tablets. Recommended adult dose supplies seven times the minimum daily adult requirement of iron, plus valuable amounts of B₁ and B₂. 100's, 75¢.....2 for 76¢ | <ul style="list-style-type: none"> <input type="checkbox"/> 3. Rexall Panovite with Minerals. A single capsule gives you all the vitamins with known minimum daily requirements* plus minerals—
Vitamin A—5000 USP Units (1½ times M.D.A.R.*).
Vitamin D—1000 USP Units (2½ times M.D.A.R.*).
Vitamin B₁—2.5 mg. (2½ times M.D.A.R.*).
Vitamin B₂—2.5 mg. (1½ times M.D.A.R.*).
Niacinamide—20 mg. (M.D.A.R.* not established).
Vitamin C—50 mg. (1½ times M.D.A.R.*).
Plus valuable amounts of calcium, cobalt, copper, iodine, iron, manganese, magnesium, molybdenum, phosphorus, potassium and zinc. 100's, \$4.19.....2 for \$4.20 <input type="checkbox"/> 4. Rexall Ascorbic Acid Tablets. Each tablet contains 100 mg. of Vitamin C (3½ times minimum daily requirement*). Helps prevent disorders of teeth, bones, tissues and gums caused by Vitamin C deficiency. 100's, \$1.98.....2 for \$1.99 <input type="checkbox"/> Rexall Brewer's Yeast Tablets. Supply valuable amounts of Vitamin B₁ and B₂ at nominal price. 250's, 98¢.....2 for 99¢ <input type="checkbox"/> Rexall Vitamin B₁₂ Concentrate. Each capsule contains 5 mcg. of red Vitamin B₁₂—so important in aiding the prevention of nutritional anemia due to B₁₂ deficiency. 100's, \$2.00.....2 for \$2.01 <input type="checkbox"/> Rexall Halibut Liver Oil Capsules. Each capsule supplies 5000 units or 1¼ times minimum requirements* of Vitamin A plus 85 units of Vitamin D. 50's....2 for \$1.11 |
|--|--|

*Minimum daily adult requirement

Rexall Drug Products are Guaranteed

- **2. Klenzo Hair Brush.** Sturdy nylon bristles will wear indefinitely. Professional or half-round style. Choice of blue or pink handles, \$1.00.....2 for \$1.01
- **3. Rexall Hair Oil.** Keeps that well groomed look all day. Cherry-red liquid with masculine scent. 4 oz., 29¢.....2 for 30¢
- **Helen Cornell Liquid Cream Shampoo** with Lanolin and Klenzoron. Makes billows of lather in hardest water. Leaves hair soft, gleaming and easily manageable. Economical 8-oz. bottle, 98¢.....2 for 99¢
- **Klenzo DeLuxe Hair Brush.** Professional style, long-lasting nylon bristles; blue, rose or clear plastic handle, \$2.00.....2 for \$2.01
- **Maximum Hard Rubber Rattail Comb** or all-purpose comb, 29¢.....2 for 30¢
- **Plastic Rattail Comb,** 10¢.....2 for 11¢
- **Plastic Dress Combs,** men's and ladies' styles, regular 10¢.....2 for 11¢
- **Nylon Pocket Comb or Bobby "Curling" Comb,** 25¢.....2 for 26¢
- **Goodform Nylon Hair Nets.** Choose from French or standard mesh, regular or bob. Elasticized, 7 shades, 10¢.....2 for 11¢
- **Rexall Cream Hair Tonic.** High quality liquid petrolatum and modified lanolin in emulsion; contains no alcohol; removes loose dandruff, gives that "just-combed" look all day long; 53¢ bottle.....2 for 54¢



BUYS FOR BABIES

- **1. Rexall Polymulsion,** a pleasantly flavored liquid containing Vitamins A, C, D, B₁ and B₂; mixes readily with baby's formula, fruit juice, etc., \$3.59.....2 for \$3.60
- **2. Rexall Perceod Tablets ("Vitamin Candy").** Tasty tablets designed for children who prefer an easy-to-chew tablet. Two tablets supply 1 1/4 times the minimum daily requirement of Vitamins A and D, derived from natural sources. 110's, 98¢, 2 for 99¢
- **3. Hall's Borated Talcum Powder,** a careful blend of finest talc, boric acid, magnesium carbonate and other ingredients. Contains no Zinc Stearate. Cools and soothes baby's skin; helps prevent and relieve chafing, heat and body rash, 1 lb., 59¢, 2 for 60¢
- **Rexall Stork Nurser,** the complete feeding unit; nipple duplicates natural feeding. 8-oz. bottle calibrated in cc's and ozs. Rubber cap keeps nipple sterile. Easy to use... simply heat and remove cap, 35¢, 2 for 36¢
- **Rexall A & D Tablets.** Each tablet contains 1 1/4 times minimum daily requirement of Vitamins A and D. An easy and pleasant way to give these valuable vitamins to youngsters who are graduating from liquid vitamins. 100's, \$1.19.....2 for \$1.20
- **Rexall Quik-Swabs,** 100 sterile cotton-tipped applicators, ideal for nursery and general household use, 29¢.....2 for 30¢
- **Nursery Castile Soap,** pure, mild non-irritating; 3-oz. bar, 19¢.....2 for 20¢
- **Nylon Bottle Brush,** right length for easy cleaning, long-lasting, 25¢.....2 for 26¢



MEDICINE CHEST NEEDS

- **1. Rexall Mentholated White Pine & Tar Compound.** Time-tested favorite for relief of coughs due to colds. Soothes irritation, loosens phlegm, helps clear throat passages. 8-oz. bottle, 79¢.....2 for 80¢
- **2. Rexall Cascara Aromatic,** fluid extract. Pleasant-tasting tonic laxative that aids in the relief of simple constipation. 4-oz. bottle, regular 95¢.....2 for 96¢

- **3. Rexall Tincture Benzoin Compound.** Full U.S.P. purity and strength. Use in steam inhalation for relief of minor irritation of the bronchial tubes and larynx. 1 oz. bottle, regular 43¢.....2 for 44¢
- **Rexall Aspirin,** 36 5-grain tablets in a handy tin for pocket or purse...2 for 28¢
- **Rexall Cherry Bark Cough Syrup.** Contains no alcohol or narcotics. Soothes and relieves coughs from colds. Exceptionally pleasant tasting. 8 oz., 89¢.....2 for 90¢
- **Rexall Castor Oil,** U.S.P. purity. Gives prompt, thorough and dependable action without harmful effect. 3 oz., 45¢, 2 for 46¢
- **Rexall Pro-Cap Adhesive Tape,** sticks better, stays put longer, is positively less irritating. 1" x 5 yds, 39¢.....2 for 40¢
1/4" x 10 yds., 39¢, 2 for 40¢
Tri-wide roll, cut 1/4", 1/2", 3/4" x 5 yards, regular 59¢.....2 for 60¢
- **Rexall Tincture Iodine,** 1-oz. bottle with applicator, regular 33¢.....2 for 34¢
- **Rexall Soda Mints,** 140's, 35¢.....2 for 36¢
- **Rexall Essence Peppermint,** U.S.P. purity and strength. Warms the stomach and helps remove gas, 1 oz., reg. 50¢.....2 for 51¢
- **Rexall Aromatic Spirit of Ammonia,** U.S.P. purity and strength, 1 oz.....2 for 30¢
- **Rexall Cotton Balls,** 65's, 35¢, 2 for 36¢
- **Rexall Mercurochrome,** 2% solution, 1/2 oz. bottle with applicator, 25¢, 2 for 26¢
- **Rexall Tincture Green Soap,** liniment of soft soap, U.S.P. A thorough cleanser, an excellent shampoo. 8 oz., 69¢.....2 for 70¢
- **Rexall Cascara Compound Tablets (Hinkle).** An excellent laxative compounded of well-known cathartics for prompt and complete evacuation without excessive discomfort or weakening after-effects. Not intended for children. 100 tablets, regular 50¢.....2 for 51¢
- **Rex-Salvine,** an antiseptic salve for soothing minor burns, scalds, cuts and scratches. Relieves surface pain, reduces local congestion and inhibits germ growth. Excellent for simple skin irritations. A first aid "must." 1 1/2-oz. tube, 57¢.....2 for 58¢
- **Rexall Toothache Drops,** for temporary relief of pain caused by dental cavities. Intended for use only until a dentist can be consulted. Large size, 35¢.....2 for 36¢
- **Rexall White Pine Tar & Cherry Compound.** Unusually palatable syrup used for several generations for relieving minor bronchial irritation and coughs due to colds. 3 oz. bottle, regular 39¢.....2 for 40¢
- **Rexall Analgesic Liquid.** A quick-acting liniment for relief of muscular aches and pains due to fatigue or exposure, slight sprains, simple headaches and neuralgia. 1 1/2 oz., reg. 69¢.....2 for 70¢
- **Rexall Antacid Gas Tablets.** Contain Magnesium Trisilicate, Magnesium Carbonate and Oil of Peppermint. Neutralize excess stomach acidity, ease gastric distress and flatulence. 40's, 39¢.....2 for 40¢
- **Rexall Corn Solvent.** For the painless removal of corns and skin calluses. Discourages infection. 1/2 oz., 35¢.....2 for 36¢
- **Rexall Lanolin.** Smoothing salve for tender, chafed, chapped or rough skin. Especially suitable for infants. 1 oz., 29¢, 2 for 30¢
- **Rexall White Liniment.** Effective household liniment that helps relieve muscular aches, pains and stiffness due to over-exertion or exposure. 4 oz., 39¢.....2 for 40¢
- **Rexall Lip Aid Salve,** 39¢ tube, 2 for 40¢
- **Rexall Eudicaine Ointment.** A non-toxic, antiseptic salve for relief of itching, dry eczema and minor skin irritations. Especially effective in stubborn cases of diaper rash. 1-oz. tube, 59¢.....2 for 60¢
- **Rexall Sodium Bicarbonate.** Meets U.S.P. standards, 1 lb., reg. 43¢, 2 for 44¢
- **Rexall Throat Gargle.** Quickly, effectively soothes simple throat irritations. Half-pint, 89¢.....2 for 90¢
- **Rexall Epsom Salt,** U.S.P. purity and strength. Made by a process which assures a much less bitter taste than ordinary Epsom Salt. Ideal for temporary relief of constipation. 4 oz., 19¢.....2 for 20¢



- **1. Retractable Ball Point Pen,** press top to write, press again to retract. Easy writing without skipping. New non-smear ink will not stain or fade. Black with gold cap and clip. Uses standard refill, \$1.29, 2 for \$1.30
- **2. Elite Linen Finish Ink Tablets.** Good quality paper, note or letter sizes, ruled or plain; full-size blotter, 25¢.....2 for 26¢
- **Elite Linen Envelopes.** Match above tablet, social size, wrapped in cellophane. Package of 27, 25¢.....2 for 26¢
- **3. Riviera Bordered.** 36 letter sheets; 24 designed with 2-tone lithographed blue and gold border; 12 plain sheets; 24 printed lined envelopes, \$1.00.....2 for \$1.01
- **Lord Baltimore Playing Cards.** Bridge, Poker, Pinocle; single deck; choice of colorful backs; extra long-lasting, 95¢.....2 for 96¢
- **Regal Box.** 36 letter sheets; 24 embossed and lithographed in blue, red and gold, with blue and gold top border, 12 plain; 24 printed lined envelopes. \$1.00.....2 for \$1.01
- **Lord Baltimore Fountain Pen.** Streamlined model; assorted colors with gold colored clip and band on cap; 14K gold-plated, stainless steel point, \$1.00.....2 for \$1.01
- **Lord Baltimore Mechanical Pencil.** Matches above pen; propeller action; clip, band and point in gold trim; contains eraser and 4 extra leads; comes in blue, black, maroon and green, 69¢.....2 for 70¢
- **Commercial Envelopes.** White, for home use; 3-5/8" x 6-1/2", 10¢ pack.....2 for 11¢
- **Royalton Writing Paper,** white with faint embossed pattern; 24 flat single sheets with 24 matching envelopes, 85¢.....2 for 86¢
- **Gossamer Text.** Lightweight fabric paper in distinctive pastel blue; 36 single sheets, 20 lined envelopes, \$1.00 box, 2 for \$1.01
- **Graylyne Letters.** White with fashionable faint gray lines; 36 sheets with 30 matching envelopes. Reg. \$1.00 box.....2 for \$1.01
- **Thank You Notes,** 10 exquisite gold engraved notes and matching envelopes. 50¢ box.....2 for 51¢
- **White Vellum Notes,** suitable for all occasions. 20 high quality notes and matching envelopes, 65¢.....2 for 66¢
- **Flowers on Parade.** 16 quality French-fold notes with floral designs in full color, 16 envelopes, \$1.....2 for \$1.01
- **Junior Miss Notes.** 10 French-fold notes with sophisticated Junior Miss designs in full color, 10 envelopes, 50¢.....2 for 51¢
- **Writing Inks.** Washable and Permanent, Blue and Blue-Black; 3 oz., 15¢, 2 for 16¢
- **Cascade Filler Paper.** Faint wide and marginal ruling, 2- and 3-hole punch, top quality. Reg. 10¢ pack.....2 for 11¢
- **Precision Pocket Lighter.** Windproof model, chrome finish, easily filled; made in U.S.A., \$1.50.....2 for \$1.51



- **1. Victoria Hot Water Bottle.** Smooth finish, high quality rubber; molded in one piece. 2-quart size. Share this buy with a friend, and you both get one at half price. Regular \$2.39.....2 for \$2.40
- **Victoria Fountain Syringe.** 2-quart size, same fine quality, \$2.75.....2 for \$2.76
- **Victoria Combination Syringe.** Hot water bottle with fountain syringe attachments. 2-qt. capacity, reg. \$3.19, 2 for \$3.20

- **2. Rexall No. 6 Pine Oil Disinfectant.** Disinfects, deodorizes and cleanses—all in one operation. Economical—use one gallon of water to four tablespoonfuls of the disinfectant. When used according to directions, is non-corrosive and non-caustic. Pint, reg. \$1.09.....2 for \$1.10
- **3. Rex-Maid Household Gloves.** Extra fine quality; made of natural latex rubber, non-slip finish; come in 3 sizes—small, medium, large. Regular 79¢ pair.....2 for 80¢
- **Rexall Foot Powder.** Relieves burning and smarting, absorbs perspiration and destroys odors... gives tingling, refreshing feeling to tired, burning feet. 4 oz. in handy dispenser, 39¢.....2 for 40¢
- **Windproof Pocket Lighter.** Precision made, deluxe finish, hand engine turned. Choice of chrome or gold color. Lifetime guarantee. Gift-boxed, \$2.50.....2 for \$2.51
- **Monreale Olive Oil,** finest quality, imported. Guaranteed to be the pure virgin oil of choice, selected olives; excellent for cooking and salad dressings, marvelous for hot oil treatments to scalp and hair. 12 oz., \$1.19.....2 for \$1.20
- **Men's Goodform Handkerchief.** Very fine quality cotton, 17"x17", 25¢, 2 for 26¢
- **Extension Cord.** 6' long, cube tap, choice of brown or white, 59¢.....2 for 60¢
- **Shoe Laces.** Black, brown or white, 27" long, long-lasting tips, 5¢.....2 for 6¢
- **Elkays Wickstyle Household Deodorant.** Masks household odors, leaves a fresh, pleasant scent in bathrooms, kitchens, closets, etc. 6-oz. bottle, 59¢.....2 for 60¢
- **"8480" Emery Boards.** Extra long life, do not sand down quickly, 15¢.....2 for 16¢
- **Klenzo Nail Brush.** High quality vinylite bristles, transparent back in clear, rose, green or blue, 50¢.....2 for 51¢
- **Klenzo Complexion Brush.** Super-soft nylon bristles in plastic block. Transparent backs in choice of three beautiful colors. Extra long-lasting, 98¢.....2 for 99¢
- **Elkays Insecticide.** Contains 5% DDT. Kills flies, moths, mosquitoes, fleas, spiders, bed bugs, ants and roaches. When used as directed, will not stain or injure clothing, wallpaper or rugs. Pint, 49¢.....2 for 50¢
- **York Plastic Billfolds.** Men's and Ladies' assorted styles and colors; removable pass case; ladies' models have change purse, men's models have secret compartment. Regular \$1.00.....2 for \$1.01
- **Rogers Tobacco Pouch.** 7" x 11" plastic fold-up style, with 5" pocket that will accommodate standard tin of tobacco. Amber color, striped, 50¢.....2 for 51¢
- **Tiny Tot Cluster of Pops.** Seven lollipops in assorted flavors, each separately wrapped in cellophane. Sticks are paper to prevent harmful accidents, 10¢.....2 for 11¢

Bargain Prices on CHRISTMAS NEEDS



- **1. Rayon Ribbons or Rayon Curl Ties.** Choice of dazzling colors, 25¢.....2 for 26¢
- **2. Christmas Tree Icicles.** Lead foil strands 16" long, 60 to pkg., 10¢, 2 for 11¢
- **3. Christmas Cards, Tags and Seals.** Choice of gift enclosure cards, decorative seals, or string cards, 10¢.....2 for 11¢
- **Cascade Christmas Ribbons.** Rayon acetate ribbon in assorted holiday colors. Economical 9' hanks, 10¢.....2 for 11¢
- **Cascade Christmas Gift Paper.** Choice of colorful Yuletide designs. Package of two 20" x 30" sheets, 10¢.....2 for 11¢
- **Christmas Gift Wrap Ensemble.** Each package includes one sheet of high quality bond paper, 20" x 30"; one 9' hank of matching ribbon, two matching seals and one matching string tag. Choice of gay holiday designs and colors, 25¢.....2 for 26¢

to Give Satisfaction or Your Money Back

You're right up front in more ways than one

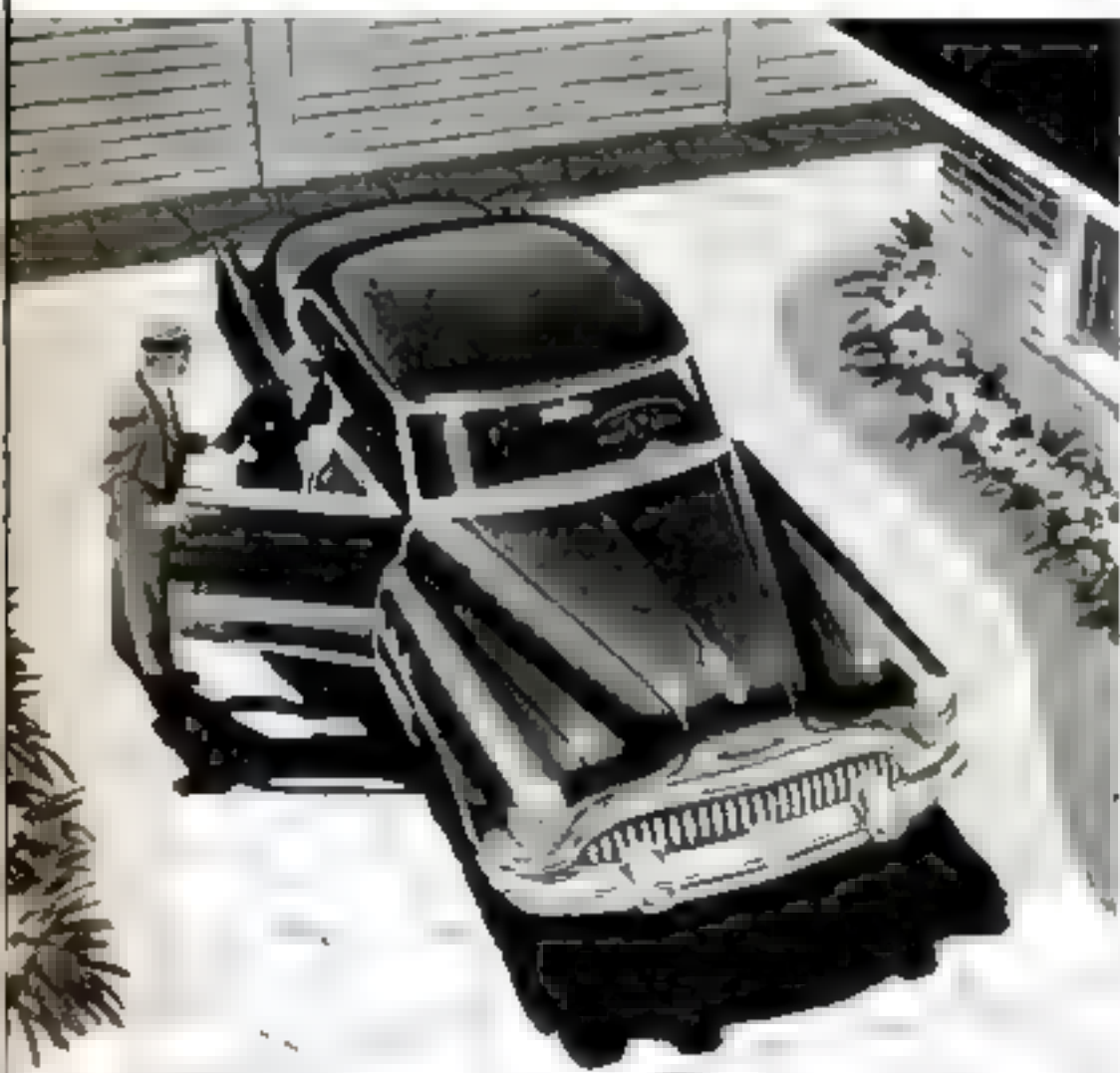


WORLD'S ONLY
VERTICAL VALVE V8



YOU'RE Head of the Class—and look it—when you roll along in this big bold beauty of a Buick.

That's right, it's a Riviera—Buick's gorgeous "hardtop" model—styled and sized to do you proud in driveway or driving.



But you lead the parade in more than looks alone when you take the wheel of this sweetheart.

For this is a Buick **SUPER** Riviera—with the world's newest V8 engine.

This is the middle-priced Buick buy with the advanced V8 engine that develops the highest compression on the American scene today—8.5 to 1.

This is the car with the world's only V8 engine to function with *vertical* valves, and exhaust through a muffler of zero-power-loss.

This is the big, broad, beautiful automobile with instant power response, with loafing ease on tall hills—with the highest horsepower ever to spark a Buick **SUPER**.

Now add another happy note.

This is the lowest-priced Buick in which you can team up the world's newest V8 engine with Twin-Turbine Dynaflow*—the

miracle drive that gives you solid getaway, whisper quiet, and complete and utter smoothness every step of the way.

Why not drop in on us for a thorough visit with this great car? That way you can also see how far up front you go in value when you call this car your own.

**Standard on Roadmaster, optional at extra cost on other Series.*

**THE GREATEST
BUICK
IN 50 GREAT YEARS**

.....
• MILTON BERLE stars for BUICK
• —In The BUICK-BERLE SHOW on TV Tuesday
• evenings. Also, every Saturday, tune in The
• TV Football Game of the Week—a "GM" Key Event
•



When better automobiles are built Buick will build them

SEE YOUR BUICK DEALER

HOW FAT IS MY BROTHER?

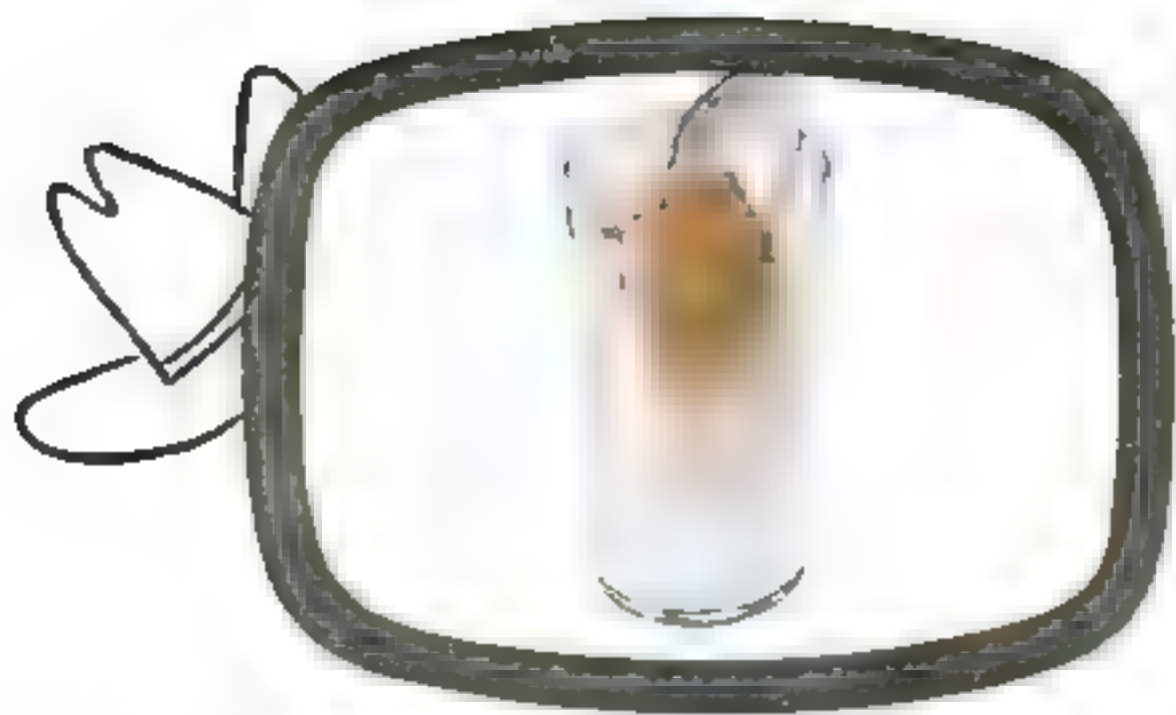
An exhibit shows how new diet accelerates the growth of pigs

Spectacular modern improvements in swine fattening have proved immensely profitable to those farmers who have kept up with the latest methods. Last week, for the benefit of the farmers who have not kept up, the University of Minnesota's School of Agriculture put on a visual demonstration at St. Paul.

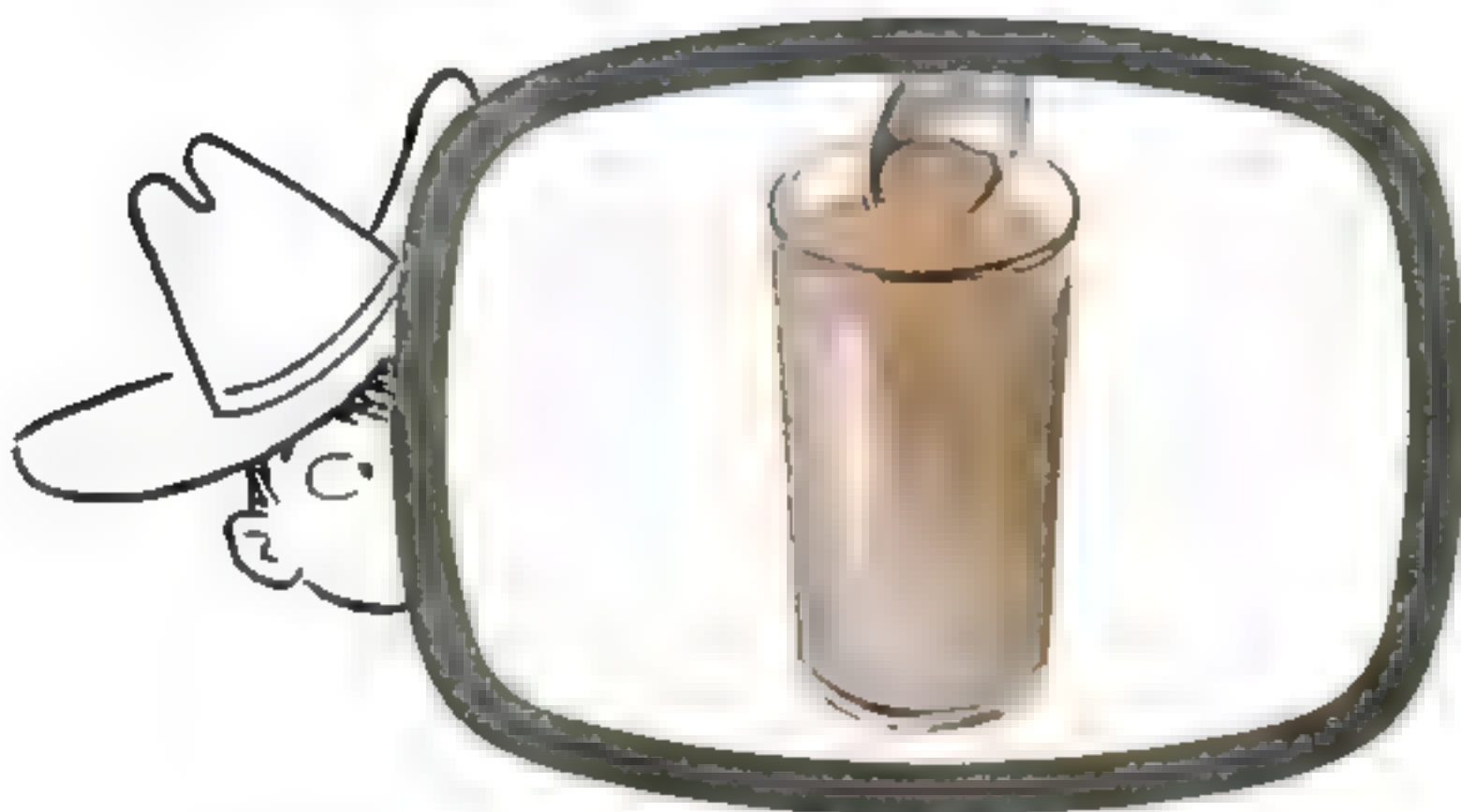
They showed off pigs born of the same litter, weaned at the same time, and then fed upon separate diets. One was fed on a 1910 diet made up almost entirely of corn. The other was fed with the new "Minnesota Supplement," a scientific formula in which cereals are augmented by vitamins and antibiotics. Starting last May from approximately the same weight after being weaned, the pig fed on the supplement had grown twice the size of its brother. The big pig will reach marketable weight six months ahead of the other. But what most interested economy-minded farmers was that the big one had eaten only half as much as his brother.

BROTHER PIGS, six months old, show effect of diets. One at left on an old-fashioned diet weighs 141 pounds. The other, on new "supplement," weighs 240 pounds. Baskets of old feed at left and of supplementary diet at right show how much each has to eat to gain another 100 pounds.





YIP! IT MIXES INSTANTLY IN COLD MILK



YIPPEE! IT'S EXTRA CHOCOLATY

NESTLÉ'S Quik!

Everybody goes for extra quick, extra delicious Nestlé's Quik. Just 2 heaping teaspoons of Quik powder change plain cold milk into a chocolate-rich drink. A stir mixes it, keeps it mixed all the way down. Your kids will drink more milk when it's QUIK-mixed.



Grown-Ups too,
love a chocolaty
"Quik-Me-Up"
you never knew milk could
taste so good!

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Pig Diet CONTINUED



PIG FATTENERS confer at the Minnesota livestock exhibition. Professors Lester Hanson, holding flax, and Evan F. Ferrin, with corn, developed formula.



FATTENING MATERIALS reflect advances in sciences: bone, soybeans (front); flax, corn (center), bottles with antibiotics (left) and vitamins (right).



UNDERSIZED PIG has trouble squeezing past big ones to eat. These three breeds, Poland China, Duroc, Chester, were used in the diet demonstration.

The smartest lines are not in the script!

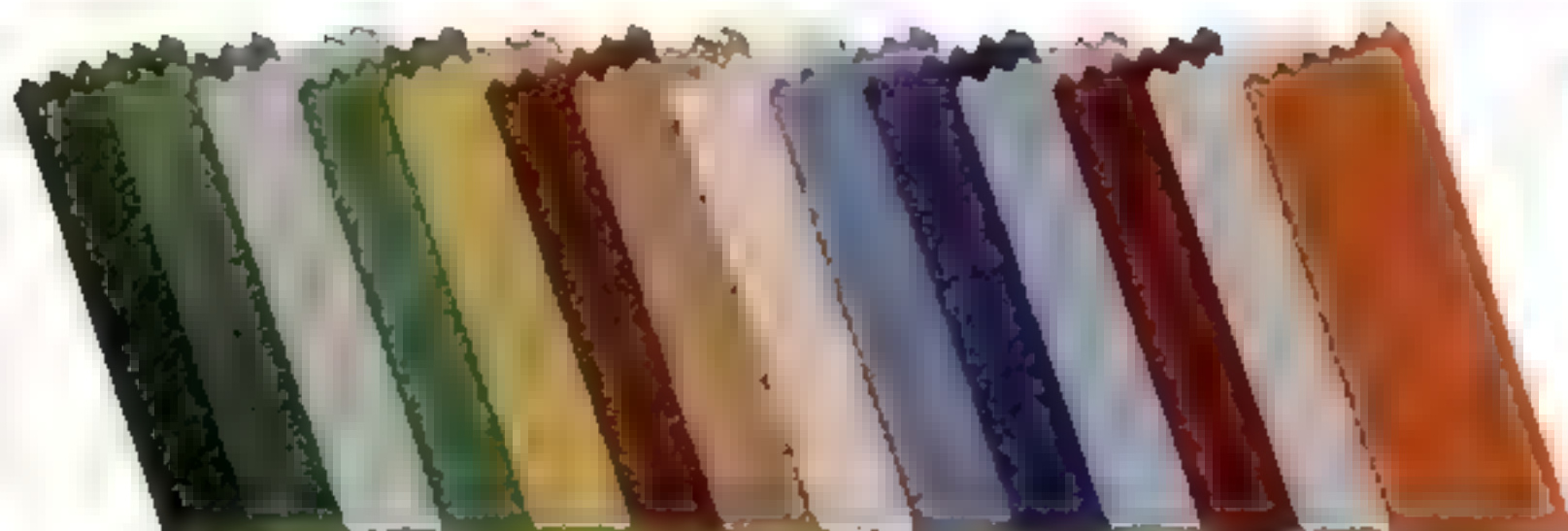
If Messrs. Holden and Douglas will pardon us for pointing, we'd like to point out that the smartest lines in *this* picture are those of the Van Gab sport shirts they're wearing.

The Van Gab is truly shirtmaker-tailored . . . pick-stitched on collar, and pocket-flaps . . . comes in regular collar sizes and sleeve lengths. (Or, if you prefer, you can buy it in small, medium, large or extra large sizes, as well as the "Tall Man" for extra-tall men.) Its exclusive Sportown collar is equally handsome open or closed, with or without a tie.

The Van Gab, of course, is *completely washable* and is guaranteed *never* to shrink out of size, *never* to fade. **\$5.95.**



PAUL DOUGLAS and BILL HOLDEN, co-starring in Paramount Pictures' "FOREVER FEMALE"



Van Heusen
Van Gab sport shirts
completely washable!

Who can make it? You can make it!

Apple Pie with the


Pillsbury—the one and only Chill-Blended Pie Crust Mix gives any woman the secret of flakier crust like this



Bring this picture to life. Try Ann Pillsbury's apple pie recipe—on back of every special sale package.

Flakier Crust

It's apple pie in the grand old manner . . . juicy, spicy, flaky as can be. And that flakier crust is no trick at all because Pillsbury Pie Crust Mix is Chill-Blended for flakier crusts time after time. The pie apples are right and ready and your grocer is now featuring Pillsbury Pie Crust Mix at special savings. Isn't this a fine time to apple pie your folks?



**SAVE
20¢**

Save 20¢ with money-saving coupons inside special sale packages of Pillsbury Pie Crust Mix. Use them on your next purchases of Pillsbury Pie Crust Mix . . . and save!



Pillsbury Pie Crust Mix

FLAKIER, BECAUSE IT'S CHILL-BLENDED

NEW EASY-GOING VELVET FOR LAZY HUSBANDS



Rayner Keller

Feel like painting... but "hate" work? Thousands who feel just the way you do are turning to Gold Bond Velvet, the new latex-base paint for walls and woodwork. So easy to use, it almost glides on by itself!

You always get a good paint job with Velvet. If you spill or spatter, just wipe it up with a damp cloth. There's no headachy, "painty" smell... you can even paint with windows closed.

Lasts longer—more economical! Best of all, Velvet lasts far longer than ordinary paints because it's *scrutable*... easy to keep clean. Its rich velvety finish won't chip, crack or peel.

Wide choice of colors! You have a full range of colors to choose from. Why put off necessary painting? Why not paint a room with easy-going Gold Bond Velvet this weekend? Pick out the color you want at your dealer's now!

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

West of Rockies, ask for "Wesco Top-Elite"; in Canada, "Wesco Spring-Satin." Products of National Gypsum subsidiaries.



FRESH, NEW COLORS— 80 DIFFERENT SHADES

The 16 basic Velvet Colors (left, below) can be intermixed, or mixed with deep-toned Gold Bond Towne Colors to give the particular shade you want. See the 80 selected intermixes at your Gold Bond paint dealer's. You'll find that fresh new color you've been looking for in the Gold Bond Color Case.

16 EXCITING NEW VELVET COLORS



"SCRUBABLE!"

As soon as the paint hardens, you can wash off grimy little hand-prints...even crayon marks...like magic! Gold Bond Velvet is the ideal wall paint for homes with small children.

◀ "FLOWS ON"

...smoothly and easily! Velvet is almost effortless to use, doesn't show lap marks. Dries in minutes! Blends perfectly when you touch up a missed spot. Just wash brush or roller with water!





BEHIND "COLUMBINE'S" RADAR-PACKED NOSE HER PILOTS, PLANE COMMANDER DRAPER (RIGHT) AND MAJOR THOMAS, STICK HEADS OUT COCKPIT WINDOWS

HOW THE 'COLUMBINE' FLIES

In a word, safely, thanks to a President's pilot who makes even Mamie like flying

by EDWIN DARBY

ONE day recently Lieut. Colonel William G. Draper, Air Force aide to the President and pilot of his personal plane, picked up his office telephone and found Mrs. Dwight D. Eisenhower on the line. "What about that airliner crash yesterday?" she asked.

If the First Lady's call had come a few months earlier it would have worried Draper. When he first met the Eisenhowers, back in December 1950, Mamie was afraid of planes. She was worried when she was flying with her husband, worried even more when he was flying without her. But now Draper knew she was just needling him.

Mamie has gotten over her fears for the President's safety, but many people have not. A large segment of the population believes that the nation's First Citizen should not risk unnecessary flying—for instance, from Washington to New York—when trains are fast and comfortable. They should be reassured to know that the President is almost as safe in flight as he is in the White House.

The presidential plane, a Lockheed Constellation called the *Columbine*, is crowded with all the conventional air safety devices, plus a few innovations introduced by her crew. Perhaps the most important safety factor is the pilot, Bill Draper, a medium tall, handsome, sandy-haired young man with intense blue eyes and the fervent manner, when on duty, of a missionary among a host of infidels. He lives by the conviction that travel by air can be made safer than by road, and his single-minded preoccupation with the President's safety has been communicated to his crew, almost with the force of an obsession.

Draper leaves nothing to chance. Unwilling to trust to memory or makeshift operational check lists, he has designed a special safety gadget. It is a glass-enclosed box containing a scroll on which are printed the check lists for all normal and emergency operations. By turning control knobs on the box, Draper and his co-pilot, Major William W. Thomas, can check off each item on the list. This little

Remember this Shape

to keep in good shape



Guaranteed by
Good Housekeeping
and 15 other leading
authorities

Why this shape is so important!
Cut-away inside view of side-walls in a Springwall mattress, showing 6 of the 12 scientifically-shaped shock absorbers. Their resilient one-piece construction absorbs the shocks that cause mattress sag. It firmly anchors the entire sleeping surface—at the edges and from edge-to-edge. It adds years of sleep comfort and extra years of wear.

From \$49.50 at
leading dealers.



No wonder Foster D. Snell Laboratories rate Springwall **FIRST**... on all 3 primary factors specified for relaxing sleep... in nation-wide survey of physicians

She holds in her hand the secret of better sleep. It's one of the 12 shock absorbers that support all edges of your Springwall Mattress.

Note that shape. It explains why Snell laboratories rate Springwall **FIRST** for firmness... **FIRST** for correct sleep posture... **FIRST** for maintaining sag-free, edge-to-edge support years longer than any other mattress tested!

It explains why Springwall relaxes, rests, supports you as doctors say a mattress should for relaxing sleep—and as only Springwall can.

To insure ideal relaxing sleep, look for Springwall label on your next mattress.



Write for free booklet *"What Does the Doctor Say?"*
Springwall, Box 157, N. Y. 46, N. Y.

**GUARANTEED FOR 10 YEARS
AGAINST STRUCTURAL DEFECT**

FIRST BY LABORATORY TEST
Foster D. Snell Laboratories tested Springwall and 9 other leading mattresses... rate Springwall **FIRST** on all 3 primary factors specified for relaxing sleep by hundreds of physicians.

SPRINGWALL	MATTRESS C	MATTRESS A
SPRINGWALL	MATTRESS C	MATTRESS A
MATTRESS C	MATTRESS C	MATTRESS A
MATTRESS A	MATTRESS C	MATTRESS A
MATTRESS A	MATTRESS C	MATTRESS A

NO SAGS OR SINKS **PROPER SUPPORT** **SHOCK-TO-EDGE**



**TENSE MUSCLES REALLY
KILL THE BODY**
— because it gives
support at the 4 vital
pressure points

It's not a Springwall Mattress unless it's one of these brands!

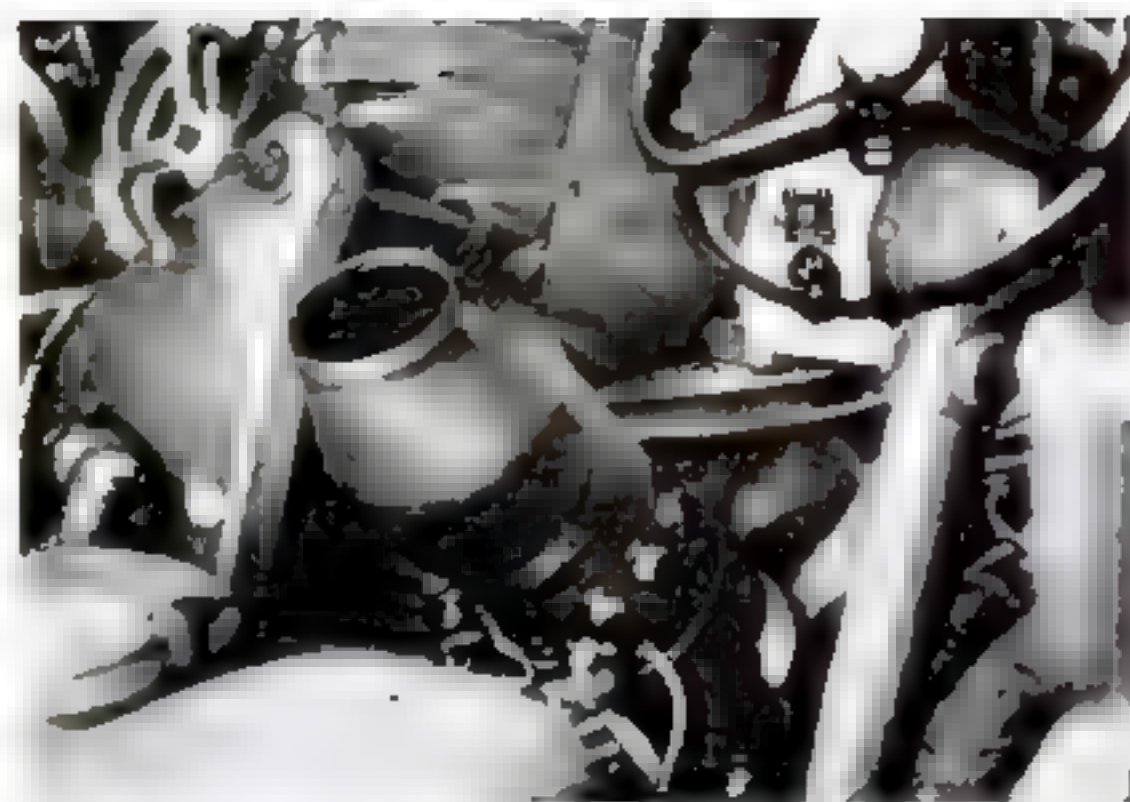


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THE MAGIC EYE in *Columbine's* cockpit is this radarscope (center) which scans skies for Draper as much as 200 miles ahead.

'COLUMBINE' CONTINUED

device eliminates the danger of pilot error through memory failure.

The *Columbine* is of course equipped with Loran, the Air Force's long-range navigational system, and the latest and best radar equipment, operated as is customary by the navigator. But Pilot Draper has a radarscope of his own right at his knee. Thus he too can keep constant check on any approaching planes or obstacles within a range of 200 miles of his plane.

Draper also makes constant use of the radar system to spot bad weather. His scope will detect oncoming thunderstorms and even mild turbulences. Draper often will detour as much as a couple of hundred miles to avoid rough flying weather and give the President a more restful ride.

Whenever the President takes off, Draper files a flight plan with civilian as well as military ground-control units and keeps in constant touch with them. Technicians at air installations along his route are practically looking over Draper's shoulder at all times. They supply him with the latest and most concise weather information en route, including special bulletins that advise him of every slightest possibility of weather trouble.

Precise scheduling, to the point of finickiness about seconds, is another precaution taken by Draper. The *Columbine* is off the ground exactly seven minutes after the door closes. And the door is opened exactly seven minutes after the wheels touch ground. On landings, an engineer stands behind Draper with a stop watch and counts aloud like a technician timing a radio broadcast to tell Draper whether to speed or slow the taxiing plane: "Three minutes, two minutes, one minute. . ."

If the President is scheduled to land some place at 12 noon the *Columbine's* engines will stop turning and the door will open at 12 noon as precisely and inevitably as the beep of the national time signal. Such precision helps protect the President's life by making it possible for the authorities to clear all air traffic ahead of and behind the *Columbine* on both landings and take-offs.

You can't keep a good plane down

DRAPER figures the plane will develop mechanical troubles if it sits in the hangar just as the family automobile turns up with a dead battery when it sits in the garage for a week or two. So he tries to fly the plane two or three times a week for an average of an hour a day. The flights are anything but joy rides. Draper and the crew work through the book of normal and emergency procedures, simulating dead engines, shooting landings, trying instrument work. These flights keep crew and plane at the peak of efficiency.

The crew goes through emergency bail-out procedure like a crack close-order drill team. The lives of Draper and his men are not a factor in this routine. It is aimed at getting one man, the President, strapped into a parachute and out of the plane in a matter of seconds. The *Columbine* carries 30 chutes, on the basis of six chutes for every five passengers. The extras are another of Draper's ideas: some nervous passenger might pop a chute inside the cabin as he climbs into it. All chutes have quick-adjusting straps, so that any one of them can be strapped on the President.

There are stories that Eisenhower is reluctant to use his safety belt, which would make him a weak safety factor, but Colonel Draper says this is not so. He wants everyone to know that the President obeys all flight instructions meticulously, keeps the

CONTINUED ON PAGE 52



Did Rheumatic Fever write a tragic ending to this picture story?

This little girl, as you can see, has been "a picture of health" from one to six.

But like many children of her age, she began to complain of a sore throat now and then, occasional feverish spells, and pain and swelling in the muscles and joints.

Her mother, sensible woman that she is, knew that such symptoms should be heeded promptly. The doctor found that this little girl had rheumatic fever, childhood's greatest disease enemy, whose great danger lies in the damage it can do the heart.

So, complete rest in bed under careful observation

was ordered until all the symptoms of the disease disappeared. This not only lessened the possibility of damage to the heart, but also helped build the child's resistance against recurring attacks of rheumatic fever.

Fortunately, this child's convalescence was rapid ... and largely because a wise mother was alert to the tell-tale symptoms of rheumatic fever and sought prompt treatment.

Because her parents are careful to protect her from throat and respiratory infections (which usually precede attacks of rheumatic fever), she is leading a

normal, happy life. As an added safeguard, the doctor examines her at regular intervals, even though she has recovered with no signs of heart damage.

Medical science is making steady gains against rheumatic fever owing to the research studies sponsored by the American Council on Rheumatic Fever and Congenital Heart Disease of the American Heart Association, the National Heart Institute, and many other public and private agencies. Today, in an increasing number of cases, rheumatic fever is being beaten—because it is being recognized and treated in time.

Copyright 1953—Parke, Davis & Company

PARKE, DAVIS & CO.

Research and Manufacturing Laboratories, Detroit 32, Michigan

As a maker of medicines prescribed by physicians and dispensed by pharmacists, Parke, Davis & Company is intensively studying suspected causes of rheumatic fever—principally germs of the streptococcal variety—as well as drugs that may be used to combat them. New methods of approach for treating cases in which the heart has been damaged by rheumatic fever are also under investigation in the Parke-Davis Research Laboratories.



This is the Scotch! Soft,
gentle, golden-hued . . . light.
Have you tried it?

Since 1746

WHITE HORSE
of course!

BLENDED SCOTCH WHISKY, 86.8 PROOF
BROWNE VINTNERS CO., INC., NEW YORK, SOLE DISTRIBUTORS



OVER THE ROCKIES the *Columbine* moves smoothly along prearranged flight route which has been tested in advance by Draper and crew of the plane

'COLUMBINE' CONTINUED

belt tight during take-offs and landings and whenever else Draper thinks conditions warrant its use.

When the President contemplates a trip to some out-of-the-way place, Draper takes the plane out a week or so ahead and makes the full run as a simulated presidential flight. He buzzes the airport so that all runways, approaches and obstructions are fixed solidly in his mind. Then he makes a dozen or so landings and take-offs to be certain nothing tricky is involved.

Eight enlisted men are assigned to the *Columbine* as guards. Five are master sergeants, one a technical sergeant and two staff sergeants. They maintain a 24-hour watch over the ship when it is on the ground. All of the guards qualify as sharpshooters on the Air Force pistol range.

This is the third presidential airplane. Roosevelt used a DC-4 called the *Sacred Cow*. Truman used a DC-6 called the *Independence*. The *Columbine* was built in 1948 and first used by former Air Force Secretaries Stuart Symington and Thomas Finletter. She had logged 650,000 miles in 3,000 air hours by the time Eisenhower took her over, a fact which may account for reports that a new Super-Constellation is now being built for the President. The *Columbine's* name, chosen by Eisenhower himself, is painted across the nose in a flowing script. Beneath it is a painting of the blue columbine, official flower of Mamie's home state of Colorado. Beside the main doorway is a small presidential shield. Otherwise, except for the Air Force lettering and serial number (8610), the *Columbine's* skin is as clean as a shark's.

The ship's capacity is 24 in addition to the crew of 11. The operational crew includes pilot, co-pilot, navigator, two flight engineers responsible for the engines and other mechanical equipment and a radio operator. Two flight stewards don white mess jackets en route to serve the President and his guests. Two of the eight airplane guards always travel with the plane. As another safety factor a technician from the Lockheed factory makes all flights.

The plane cabin is decorated in warm tones of gray. The lavatory in the tail section is large enough to be used as a dressing room. Immediately forward of the tail, on both sides of the main door, there is storage space for clothes, light luggage, odd gear and parachutes.

Solid comfort, close contact

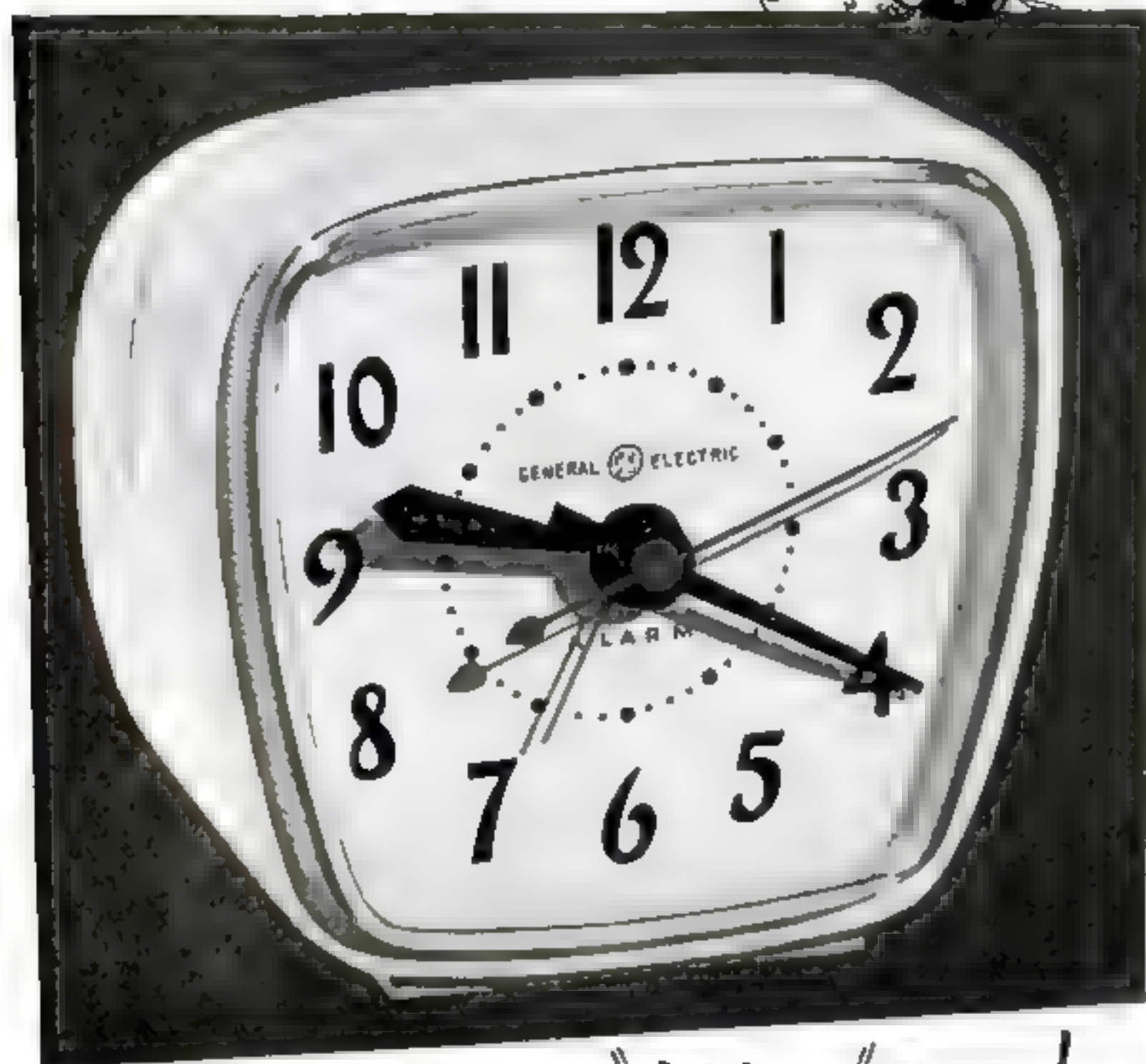
THE President keeps a comfortable old tweed jacket aboard the *Columbine* at all times. As soon as he is aboard he slips out of his business coat and into the jacket. He rides in the 20-foot main cabin which takes up the waist of the ship. There are two specially built chairs for the President and Mrs. Eisenhower, stressed to withstand nine times the pull of gravity in any direction. They have three-inch foam rubber cushions and are covered in brown leather (the only exception to the gray decor). The chairs revolve so that the President can work at the table beside him or swing toward the other chair to talk. At the President's elbow are two telephones: one is an intercom for communication with the pilot and the crew, the other can be hooked into a land line as soon as the plane lands. A number of flight instruments on the wall enable the President to keep track of the plane's progress.

Across from the presidential chair is a small serving bar with a

CONTINUED ON PAGE 94



Never wind a clock again!



Sleep with silent "tickless" time!
GE STARTER ALARM **\$3.98***

Give up clock-winding chores! Let G. E.'s new, low-priced electric alarm, *The Starter*, give you accurate, silent time. *The Starter* has big, easy-to-read numerals. Friendly looking, too. Shatterproof crystal. Sweep-second hand.

You'll always know the right time with a G-E Electric Clock. They're timed by U. S. Naval Observatory via your electric power company. They're also famous for ruggedness and dependability. "You can put your confidence in General Electric."

Decide now never to wind a clock again. Get a G-E Electric Clock and forget it. General Electric Company, Small Appliances Division. Bridgeport 2, Connecticut.



Luminous \$4.98*
Starter
Big, glowing hour dots and hands
you can read in the dark!

G-E Electric Clocks from \$3.98* to \$845.00*

GENERAL ELECTRIC

*Manufacturer's recommended retail or Fair Trade price. Plus applicable taxes.



'COLUMBINE'S' CREW lines up at Washington terminal. Lieut. Colonel Draper heads group, with Major William W. Thomas, co-pilot, and Major Vincent Puglisi, navigator (right), behind him. Then come enlisted crewmen and members of guard, one of whom is on duty near *Columbine's* front wheel.

'COLUMBINE' CONTINUED

framed color photograph of the columbine blossom above it. Two long couches line the opposite walls at mid-cabin. At night they break down into two three-quarter-size beds. A small FM-AM radio is at the end of one of the couches.

Knowing that Western novels are the President's favorite reading, the crew keeps replenishing the plane's stock. A crewman explains, "We usually put a good Western out for the President and hope he'll put aside his stack of papers and relax with the book."

The *Columbine* has two duplicate cabins forward of the President's, with seats for 16 which can be made up into berths for eight. Thus the plane can sleep a total of 10.

The chief passenger likes light meals aloft and would as soon have cold cuts as steak. But the *Columbine* is equipped with a galley that would delight any housewife. It is complete down to the smallest details of electric toasters and a bottle of prepared martinis in the refrigerator. The electric stove is a bit small—only two burners and an oven—but there are additional gadgets for warming soup and keeping food hot.

Eating and sleeping on a regular schedule are a problem on long flights when the *Columbine* crosses two or three time zones. Colonel Draper pushes his boss around a little in this department. He times the flights to give him maximum rest, schedules meals and bedtime to make the best compromise between clock time and stomach time. Sometimes it is still daylight when Draper orders the beds made up and drops back to the President's cabin to say, "It's time to relax, Mr. President." Usually the obedient answer is simply, "Okay, Bill."

When the President interrupted his Colorado vacation last September to fly to Washington for the funeral of Chief Justice Vinson, he left Denver at 9 p.m. Draper ordered him to bed. It was midnight in Washington and he would be getting up at 4 a.m. Denver time.

Normally Draper flies the *Columbine* at 12,000 or 13,000 feet. At that altitude the cabin pressurizing system can hold inside pressure to that of 2,000 or 3,000 feet. If he went to 18,000 feet, which is a more normal flying altitude these days, inside pressure would climb to 8,000. "At the end of six or eight hours at a cabin altitude of 8,000 the President would feel like he had put in a hard day's work even though he had just sat and read," Draper explains.

Draper was picked as presidential pilot from the Pentagon's

CONTINUED ON PAGE 26

Why you can play this new kind of organ in 30 minutes!

You needn't know a note!

The new "picture music" provided with the Hammond Chord Organ shows you which keys you touch to play the melody notes.

You don't need lessons!

Just a finger at a time on a key at a time and you're playing the right hand melody. This alone sounds surprisingly good.

You play lovely chords with 1 finger

of your left hand. Rich harmony chords that normally take 3 to 5 fingers, take only 1 finger on the Chord Organ.

You press a pedal to add bass

and the Hammond Chord Organ automatically produces the correct bass tones for the selection you're playing.

The Hammond Chord Organ

—the revolutionary musical instrument
created for people who want to play but
haven't time to learn music.



are included with the Chord Organ. Each selection is printed in both picture music and standard music.

The Hammond Chord Organ is an ideal family instrument, since any child who can reach the keys can rapidly master dozens of numbers.

Your dealer offers a variety of liberal purchase plans—up to 3 years. And the full price is only \$975 f.o.b. Chicago.

COME IN NOW and play the Hammond Chord Organ. All we ask you to do is believe your own ears. There is absolutely no obligation. For further details, see your dealer or mail the handy coupon below.

THE HAMMOND CHORD ORGAN

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MAIL TODAY FOR FULL DETAILS

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4234 W. Diversey Avenue, Chicago 39, Illinois
Without cost or obligation, please send me full details about the Hammond Chord Organ and the name of my nearest dealer.

Name _____

Address _____

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THE UNVARNISHED TRUTH about the Hammond Chord Organ is so astonishing that we don't honestly expect you to believe us until you play it yourself.

But these are the facts: Even if you have never had a music lesson, and cannot read a note, you can play a simple tune on this organ in half an hour. Not perfectly, but pleasingly. Thousands of people have done it.

And if you want to know the thrill of being able to play beautiful, full-chorded organ music instead of merely listening to others, do this:

Spend a relaxing 30 minutes with the Hammond Chord Organ, the instructions and the simple picture music at the dealer nearest you. Then check what we say by the music you can play yourself—in private.

And you will never outgrow the Hammond Chord Organ. Its wealth of tone combinations are a constant source of delight to anyone who loves music.

Hundreds of selections—from popular favorites to well-loved classics—

Think twice...

before you spend more than \$69⁹⁵ for a cleaner!

THOUGHT #1

No other cleaner of this type gives me so many features as the EUREKA Roto-Matic!

THOUGHT #2

Why should I pay \$20 to \$30 more than I would for the EUREKA Roto-Matic?

Easy Action Swivel-Top
CLEANS ALL OVER FROM 1 POSITION



EXCLUSIVE
Attach-O-Matic
CLIP-ON TOOLS

IMAGINE! ONLY
\$69⁹⁵
Complete with deluxe tools



Easy Action Swivel-top cleans all over from one position - enables you to do a whole average size room without once moving your cleaner! Only the costliest of other cleaners have this feature.



Attach-O-Matic Clip-on Tools - No more chasing after attachments - no more busy box or floppy bag to get around. Tools snap to side of cleaner, easier than clipping on an earring! No other cleaner brings you this feature at any price!



Sanish dog hairs, stubborn lint, embedded dirt! Amazing new Eureka No. 60 Rug Nozzle with full floating brush gets 'em all...fast! PLUS: adjustable suction; 2 to 4 lbs. lighter weight, quiet, rubber-mounted, super-powered 1/4 h.p. motor

OUR CONCLUSION

No other cleaner gives us so much at ANY price - yet just LOOK at our saving!

You Save \$20 to \$30 with
EUREKA
Roto-Matic

EASY ACTION SWIVEL-TOP CLEANER

Eureka Division, Eureka Williams Corporation, Bloomington, Illinois
In Canada: Ormrod Manufacturing Co., Ltd., Kitchener, Ontario

'COLUMBINE' CONTINUED

crackerjack "special missions squadron," which pilots top civilian and military brass. No pilot gets into the squadron if he has ever had a single aircraft accident, in training or later. The Air Force believes that some persons are "accident prone," others are not.

Since he was a kid in the tiny town of Stow Corners, Ohio, Bill Draper has believed that the only reason any sensible person wanted to live was to be able to fly. He was working for Pan American when the Japanese bombed Pearl Harbor. The U.S. took over Pan Am's new African route and simultaneously offered Draper a commission. Until the end of the war he pushed converted B-24s and C-54s across the Atlantic, Africa and India to the Assam Valley on the south side of "the Hump." After the war he stayed on in the Air Force. He had become chief pilot of the "brass hat" squadron before he first met and flew the President in December 1950.

Eisenhower was then making a special survey of NATO for President Truman. Draper picked him up in New York and flew him to Washington for briefings. Mamie was along on the New York-to-Washington flight, and she shocked the man at the wheel by telling him, "in no uncertain terms," as he recalls, that she did not like flying.

The President, who once had a pilot's license, prefers flying whenever possible. On this inspection trip, his first with Draper, winter weather allowed only two touch-downs, out of dozens of landings in clear flying conditions, but he never murmured, not even when Draper took him into Copenhagen with the ceiling under 100 feet.

The President kept Draper as his personal pilot when he went back to Europe as SHAPE commander. Mamie flew all the way this time and, Draper felt, some missionary work was in order. He told Mrs. Eisenhower he felt he had lined up the best crew on earth, and he looked forward to having her as a real member of the crew. Then he launched into his blue-plate special lecture. It goes substantially like this:

"I firmly believe an airplane is so much safer than an automobile that I can't even compare the two. I'd rather fly any time than drive on these highways today, never knowing when you will come up against a driver who can't tell the difference between red and green or who can't judge the difference between 50 and 100 feet or who is drunk. The most dangerous part about an airplane trip is the ride to and from the airport. I hate to get in a taxi at the airport, especially when I am in uniform. The driver sees those wings and immediately decides I want to fly. I have to tell him to slow down."

After nine months and more than 22,000 miles of flying with Draper at the controls, even Mamie relaxes in the air. The whole family is sold on him. Mrs. John S. Doud, Mamie's mother, a spry 75, likes the way Draper and company do things so much that she has been known to slip out to Washington MATS Terminal and fly with the boys on practice flights.

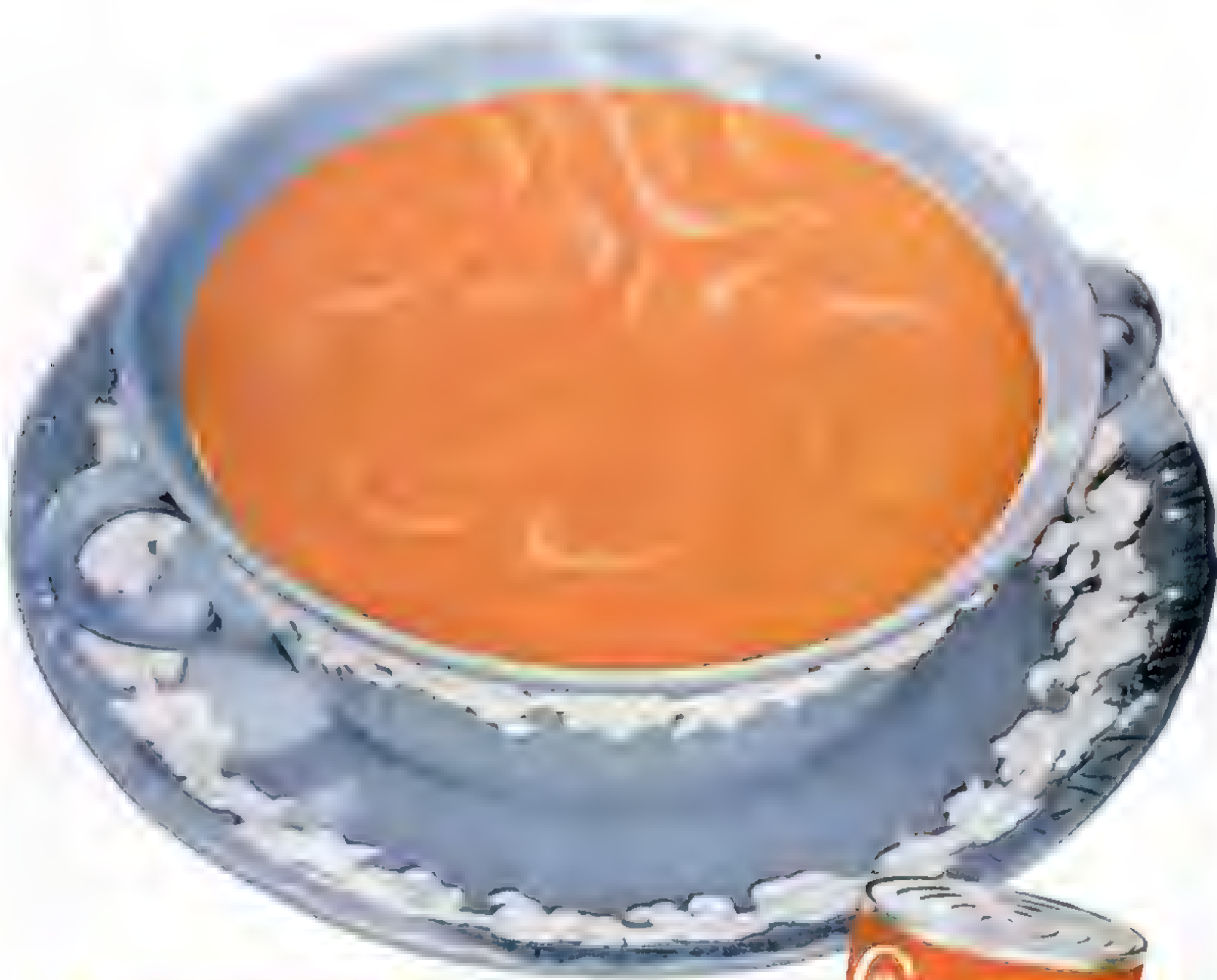
Mamie herself proudly and confidently wears a pair of pilot's wings with the word "Columbine" engraved at the center. She has joined Draper's crew.



A 24-HOUR WATCH is kept over Columbine. Here S/Sgt. Marvin E. Long stands guard. Bag holds register for visitors.

Easy New Way to Make Soup Taste Better

New Carnation Milk way voted best by panel of Homemakers



SECRET OF RICHER-FLAVORED MORE NOURISHING SOUP

1 can of your favorite soup
(tomato, pea, vegetable or chicken)

1 small can (or $\frac{1}{2}$ cup)
undiluted CARNATION EVAPORATED MILK
 $\frac{1}{2}$ cup water

First make sure you use Carnation Milk. No other form of milk will do. (Carnation, you see, is concentrated to double-richness...and specially heat-refined to be a superior cooking milk.) Then do this: Take a can of your favorite soup (tomato,

vegetable, chicken or pea), add a *small* can (or $\frac{1}{2}$ cup) of undiluted Carnation Evaporated Milk and $\frac{1}{2}$ cup of water. Heat and serve with crisp crackers.

Let Carnation give lively new flavor to your *next* can of soup. And soon!



From
"Contented
Cows"



ENJOY TWO GREAT SHOWS: On TV—Burns & Allen, CBS-TV, every week, on radio—Stars Over Hollywood, CBS, every Saturday

©1952, 1953 CARNATION CO.

A famous whiskey in a



Presenting for your holiday pleasure—

today's **SCHENLEY**

...the best-tasting whiskey in ages

in a gleaming crystal-bright decanter

at no additional cost

See how inviting the sleek decanter looks on your cocktail table! How wonderfully smooth and satisfying the whiskey tastes! How pleased your guests are when you serve it!

This is a whiskey you'll always pour with pride and pleasure. For it gives eloquent testimony to your own good taste.

You see, Schenley's goodness is guarded by a complete network of quality controls—from the time the grain is grown till, years later, the whiskey is in your glass. That's why every drop of every bottle has the same fine taste, the same great quality.

Enjoy Schenley today... and order a generous supply at your retailer's for the coming holidays. It's the perfect gift!

*The same fine whiskey is available, as always,
in the distinctive Schenley round bottle.*

Fabulous decanter



Enjoy it today!

No need to put off your pleasure. See your retailer today for Schenley in the handsome decanter with a dozen exciting, decorative uses. And order your supply for holiday gifts and parties. Beautifully gift-boxed for convenient giving.

SCHENLEY

ACTUAL SIZE (4/5 QT.)

BLENDED WHISKEY, 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., NEW YORK, N. Y. © 1953

Allen

America's Finest Rug Cushions



Fit Every Need and Budget

Clean, luxurious Allen Rubber-Loc (in Chlorophyll Green) and Rubber-Top (in Terra Cotta Red) are the finest rug cushions for every purpose. Under wool or cotton rugs and carpets, on wall-to-wall, room-size, or stair installations, you can depend on moth-proofed, sanitary Allen Rubber-Loc or Rubber-Top for maximum walking comfort. Scientifically designed, the new Allen patented rubberized waffled tops and rubberized backs, plus shock-absorber centers, redouble the life of your rugs and carpets. Allen is the choice of experts at leading hotels and public buildings where traffic is constant and where comfort and long wear are essential. See them . . . buy them where you buy your floor coverings.

Treated
with **airkem***
containing
CHLOROPHYLL
for added
freshness

*A Product and Trade-mark
of Airkem, Inc., N. Y.

"A Treat for Weary Feet"

ALLEN INDUSTRIES, INC.

CARPET CUSHION DIVISION, DETROIT 7, MICHIGAN



Allen—
a leading manufacturer of automotive trim—also specially designed automotive upholstery and insulating padding.

FOUR-BEDROOM BARGAIN FOR \$8,695

Best buy in low-cost development houses recognizes the fact that U.S. families are growing bigger

Americans learned a lot about current values in mass builders' homes during the past two weeks as 8,000 new houses in 125 cities were thrown open to the public for National Home Week. As some 10 million people tramped through the exhibits, they found that the square footage in the average development home has increased from 700 in 1948 to almost 1,000 square feet; that two-thirds of builder houses now have three bedrooms; that storage space is ample, averages 10% of the area of the house.

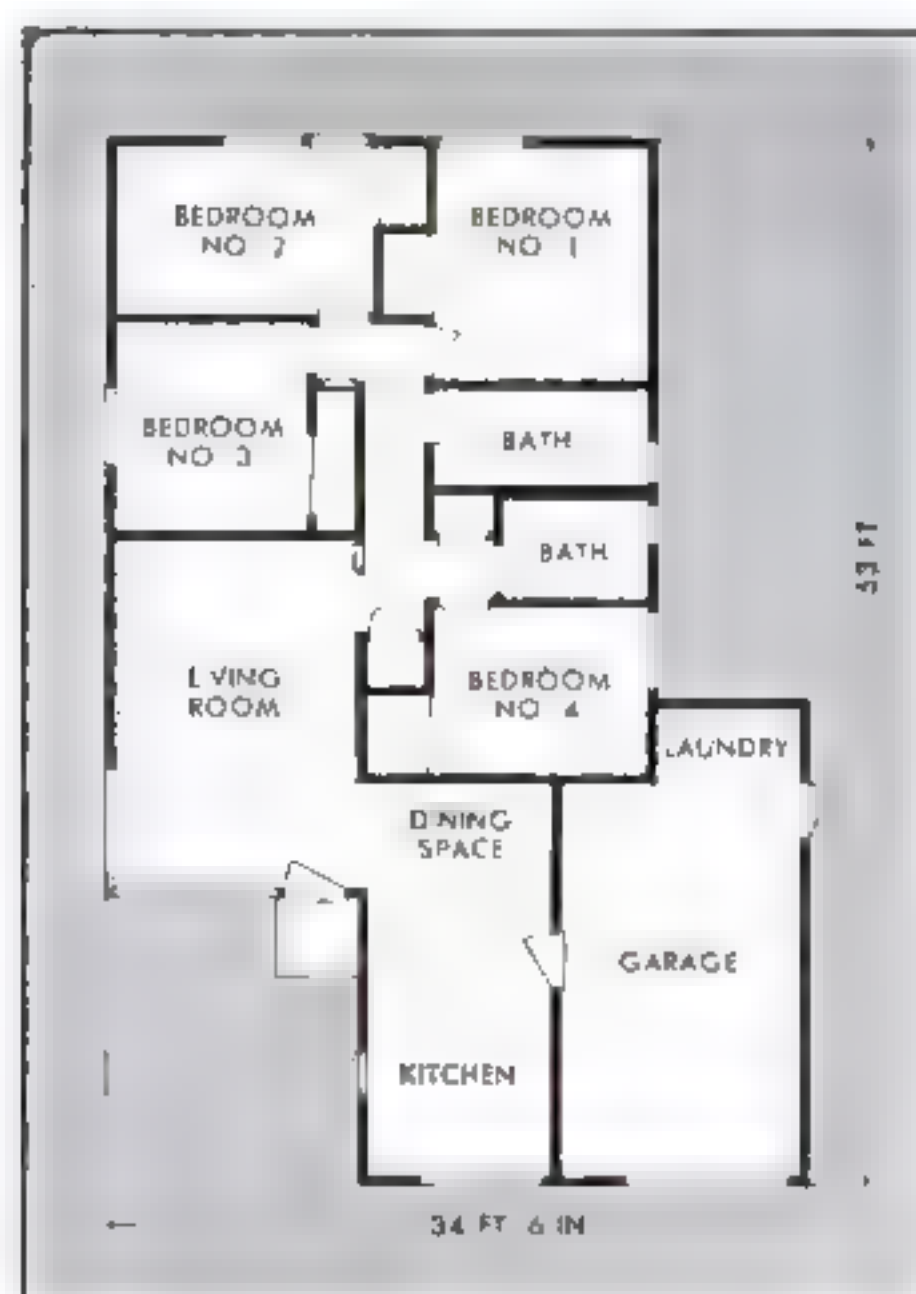
Typical of the trend—in fact the most astonishing buy in the show—was Earl Smith's four-bedroom house shown here which will be built in 14 developments in northern California. Builder Smith recognizes the fact that there has been a significant rise in the number of third and fourth children in U.S. families (*LIFE*, Feb. 2), and more rooms are needed. His and a more luxurious four-bedroom house built by J. L. Eichler and Sons (*next page*) each received an Award of Merit from *LIFE*'s editors.



FRUIT TREES, SHRUBS, FENCE, LOT ARE INCLUDED IN THE PRICE

Earl Smith's new four-bedroom house (*above*) has a pleasant modern exterior, and large living room windows. The walls are stucco, available in any of eight pastel colors. The entrance has a redwood screen with a trellis top. The lot, which averages 50 by 100, is included in the \$8,695 price. So are fruit trees, shrubs, seeded lawn and fence around the back yard. An

unusually wide garage provides excellent storage space. There are two full baths, both with a tub and shower. The rear bedroom has a door leading to the back yard, which would be convenient for children or give privacy to grandparents living with the family. The heating is provided by two gas wall-furnaces which might leave some of the living areas chilly.



PLAN of 1,161-square-foot house is good though three bedrooms must be entered from living room.



BEDROOMS are small, have only one window but provide large family with comforting privacy.



KITCHEN has ceramic tile drainboard and counter with splashback. Cabinets, fan come with house.



EXTERIOR OF HOUSE IS VERTICAL REDWOOD SIDING. ROOF IS FINISHED WITH CRUSHED ROCK. FOUNDATION IS CONCRETE SLAB WITH RADIANT HEATING.



INTERIOR is spacious, lavishly finished. Above is view of living room shot toward dining and kitchen area. (Fireplace windows are out of sight on the wall at right.) Long cabinets (left) shield living room

from the kitchen and hall, make convenient storage space. Built-in table is behind screen (background). An especial luxury is the cork floors. Ceiling is red wood with fir beams. Walls are mahogany plywood



MASTER BEDROOM opens to enclosed patio at rear. Storage in all four bedrooms—excellent, especially in master bedroom which connects with an elegant private bath-dressing room. The house is



BIG WINDOWS ARE ON SIDE AWAY FROM STREET



Planned so that all bedrooms have privacy and so that the master bedroom is particularly separate and quiet. House shown in these pictures has been thought by architect whose furnishings are shown.



LIFE IS LIVED IN REAR OF HOUSE. SLIDING WINDOWS FROM LIVING AND BEDROOM OPEN TO PATIO

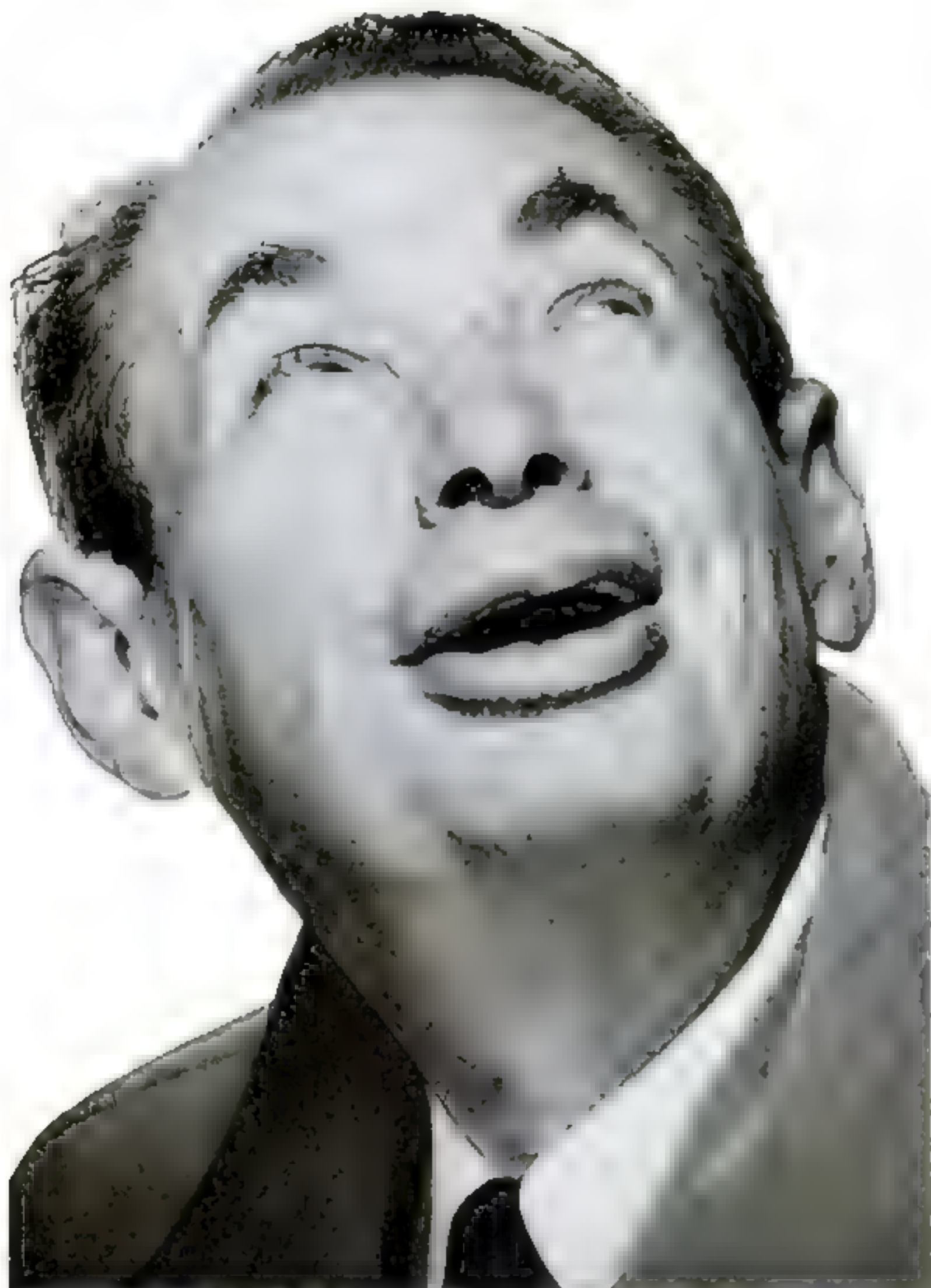
HANDSOME FOUR-BEDROOM BUILDER HOUSE COSTS \$22,500

Exhibited by J. L. Eichler and Sons in Palo Alto, Calif., this 1,600-square-foot house with four bedrooms is an excellent value in the middle price range. Its 80-by-100 landscaped lot and its fence are included in the price, as are the concrete drive, walks and enclosed patio. Excellent equipment comes with the house. It has an electric range, garbage disposer, ventilating fan, wiring for a 220-volt electric dryer.

Top quality materials are used throughout—chromium clothes rods, laminated plastic self-edged kitchen counter tops and stainless steel sinks. There are two full baths, and both tubs have sliding glass enclosures. The two-car garage has rough plumbing for a laundry. But since there would be no room to work if two cars were in the garage, it is what the trade facetiously calls a one-and-a-half car garage.



FLOOR PLAN shows openness of living areas, which gives the house its spacious feeling and yet manages to provide privacy for inhabitants. Best points are long, well lighted kitchen with large built-in dining table connecting it to dining area. Storage throughout is well planned, as are entrances and flow of traffic.



"Let it freeze I've got **PEAK**® Anti-freeze in my car!"

If you want complete winter protection for your car, you ought to get Peak Anti-freeze, too. Ask your serviceman to protect your car with "Peak" so that you can be sure of all-winter, all-weather safety.

Freeze? — Forget it! One filling prevents freeze-ups all winter ... no matter what the weather or where you drive.

Boil away? — Not a chance! Avoid frequent check-ups ... "Peak" won't evaporate or boil away even on the warmest day.

Rust? — Never! An exclusive combination of anti-rust ingredients keeps the cooling system clean all winter ... helps prevent radiator clogging, too.

A PRODUCT OF COMMERCIAL
SOLVENTS CORPORATION



one
filling
is all
you need!

look for the blue
and silver can

Listen to
"PEAK OF THE SPORTS NEWS"
starring **RED BARBER**
on television every Saturday evening

PEAK ... the all-winter, all-weather anti-freeze

Bargain Houses CONTINUED

COMPARATIVE HOUSE SHOPPING



LOS ANGELES' display in San Fernando Valley attracted 7,500 window-shopping househunters on first day. Added attraction was remodeled house.



OKLAHOMA CITY had two shows, one under \$15,000, one over. The more expensive drew bigger crowds. The home above is being tested by visitors.



HOUSTON had one of country's biggest housing shows. On first day people paid 25¢ admission fee. One luxurious \$23,500 home was r.

If you like beer You'll Love Schlitz

*No harsh bitterness...
Just the kiss of the hops*

This dry and mellow beer... this beer of
matchless flavor... is the world's largest seller.

Year after year more bottles and cans of
Schlitz are bought—*millions more*—than of any
other beer. This popularity is the result of the
most conclusive taste test in beer history.



ON TV EVERY WEEK—The popular
"SCHLITZ PLAYHOUSE OF STARS." See
your newspaper for time and station.

Schlitz is available in quart bottles, 12-
bottle cases and cans, and the 7-ounce bottle
in 24-Pak and handy 6-Pak cartons of
12 and 6-ounce bottles that require no
refrigeration.

Schlitz Beer Company
MILWAUKEE, WIS.
NEW YORK, N.Y.

The Beer that Made Milwaukee Famous

SUBURBANITE SNOW TIRE PROVES AMAZING TRACTION



Suburbanite wins tug of war on ice! We chained two identical cars back to back on a frozen lake. We fired the starting gun, and the tug of war was on.

The flexible cleats of the Suburbanite clamped down on the ice and started pulling with no slipping, no skidding, but just a strong,

steady pull. The Suburbanite-equipped car started across the ice.

The rear tires on the other car pulled for a second and started to slip, to spin, and lost *all* pulling power.

The Suburbanite-equipped car pulled the other car clear across the lake. That's what we mean by greater traction!

Suburbanite by **GOOD**

WINS TUG OF WAR ON ICE! IN GRUELLING WINTER TESTS!

There's only one way to show what a winter tire will do. That's to take it out on the snow and ice and put it through its paces!

That's exactly what we did. We ran comparison tests in deep snow, on hard-packed snow and on ice. And in every single test, the Suburbanite proved its superiority. This tire will outpull, outstop, outperform, under the

toughest conditions, other winter tires on the market.

The new Suburbanite will give almost twice the starting traction, up to 39% more stopping traction than regular tires... yet it's quieter, infinitely quieter, than other winter tires!

Put a pair of Suburbanites on your rear wheels and you'll get through! Goodyear, Akron 16, Ohio.



Test driver takes slippery curve at 40 mph! In this test, the first car was equipped with regular tires. It hit this snow-packed turn at 40 mph, skidded out of control. The Suburbanite-equipped car took the same icy turn at 40, without a slip! That's proof of Suburbanites' superior traction!



Suburbanites pull up snow-filled driveway! With most tires, you'd probably need cinders to get up this driveway. With Suburbanites, all the driver needed was the accelerator. This tire gives you almost twice the starting traction of a regular tire—up to 39% more stopping traction!

Here's the secret of the Suburbanite miracle tread!



1. This wide winter tread is made up of 464 flexible cleats with 1856 sharp edges. These cleats dig in like claws for greater traction in snow—better grip on ice.



2. Cleats are set on a scientifically designed, nonskid angle. Angled edges cut down side-slip and skids on wet roads, and even on ice and packed snow.



3. On cleared highways, flat tread runs quietly, smoothly. The Suburbanite is much quieter than other snow tires.

Drive carefully on icy roads—the life you save may be your own.

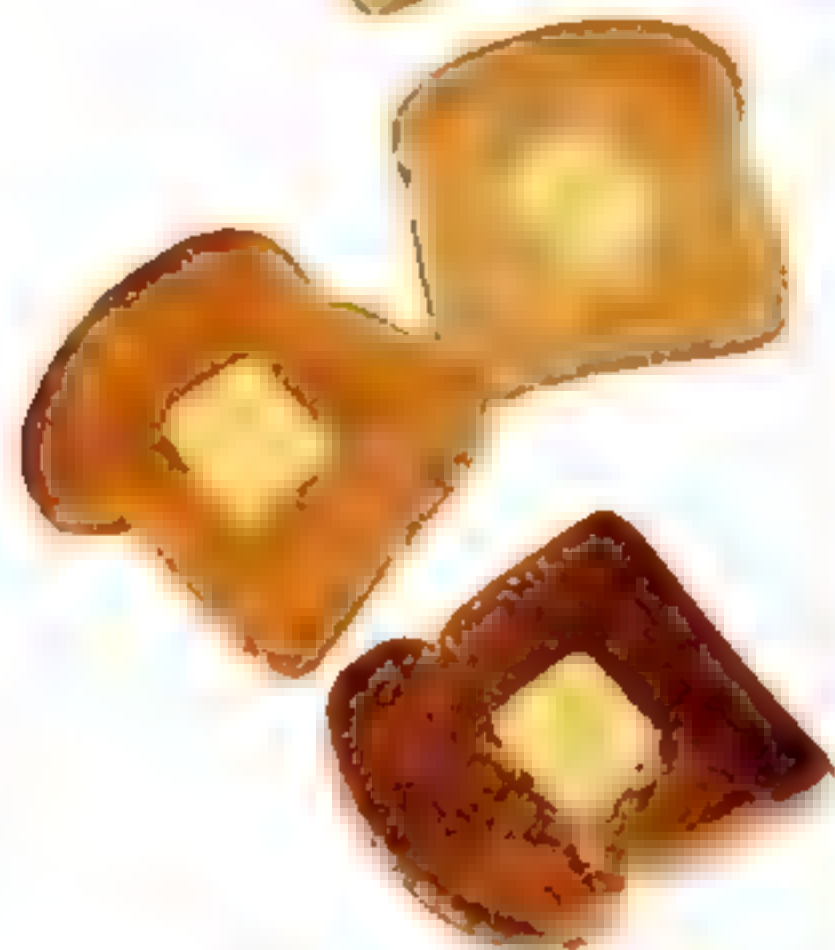


GOODYEAR

Toast the way YOU want it...

with G.E.'s NEW truly automatic toaster!

From light to dark—and any shade in between



TO BE sure of getting perfect toast, treat yourself to a new General Electric Toaster. This is the toaster with the simplest, most dependable automatic toasting mechanism ever developed!

This up-to-the-minute beauty features 6-position control... extra-high

toast lift... and an extra-large snap-out, snap-in crumb tray that is completely cleanable in seconds.

Get one for yourself, or as a gift for someone you think a lot of, at your General Electric dealer's. This fine, dependable toaster will serve you for years and years.

General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

Only \$23⁹⁵

Manufacturer's recommended retail or Fair Trade price.



6-POSITION CONTROL, a new, easy-to-use feature of this toaster. Just set it for any shade you want. Then count on piece after piece being exactly alike.



EXTRA-HIGH TOAST LIFT brings small pieces of frozen waffles, and even muffins, well up to the toaster. No more digging for toast—no burned fingers!



You can put your confidence in—

GENERAL  ELECTRIC



WADING IN HEAVY SURF STIRRED UP BY TAIL END OF HURRICANE, FISHERMAN CASTS FOR STRIPED BASS AT SQUIBNOCKET BEACH ON MARTHA'S VINEYARD

STALKING THE STRIPER

Boom in bass fishing lures thousands of new anglers into the dark, salty surf

The nocturnal angler above is engaged in a form of self torment which, despite its discomforts, provides such tingling excitement that thousands of new addicts are being lured into the surf each year. Along a thousand miles of the eastern seaboard from Cape Fear to Nova Scotia surf fishermen can be seen braving the breakers as they cast triple-hooked plugs into the dark sea. Their waterproof parkas and chest high waders seldom keep them from getting soaked. Worse yet, they seldom catch any fish. But when they do it makes up for a hundred fishless nights, for their quarry, the wily striped bass, is big, hard-striking and thrilling to reel in.

The big boom in striped bass fishing took hold shortly after the war. It was set off by a fishing derby at Martha's Vineyard, Mass., which is now holding its eighth annual competition, and kept going by talk of 50-pounders lurking just offshore. One of the sport's chief attractions is the fact that anybody can become a "striper" stalker for as little as \$10. All he needs is a bamboo pole, a cheap reel and 250 yards of line. But the cost of catching striped bass runs up for some enthusiasts who patrol select strips of coast in specially equipped "beach buggies" (p. 112). They sleep in them by day and drive at night to the place where the bass ought to be.

Arvin

years-ahead all-channel TV



Buy Arvin and be sure
of style plus all these advantages!

All-Channel Tuning with one-knob control . . . pioneered by Arvin and now vastly improved for finest reception of all 82 VHF and UHF channels!

Arvin's Automatic Electronic Stabilizer prevents picture flop-over, checks all types of interference—assures a rock-steady picture that "stays put."

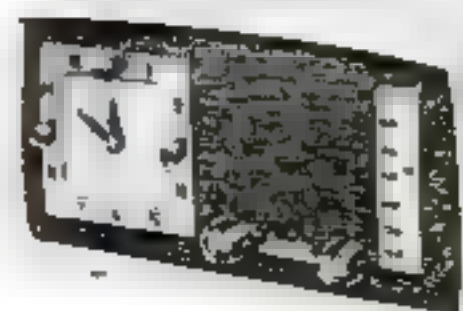
Arvin's Triple Picture Power switch automatically delivers the clearest possible picture no matter whether you live in a strong local signal area, the suburbs, or "way out on the "fringe."

Arvin's 16,000 volts of picture power, with aluminized picture tube, give you a sharper, more brilliant picture—never a gray, fuzzy image.

Arvin's new High-Fidelity Interlace provides finest picture detail, noise-free sound—such "front row" realism you feel you could actually shake hands with the picture.



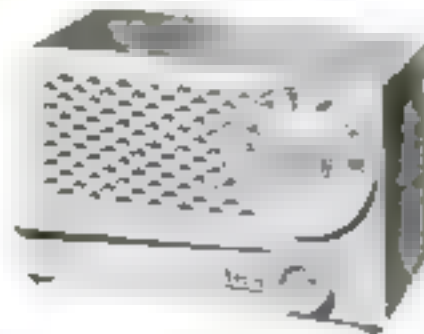
Choice of 21 basic models with 17, 21, 24, and 27 inch screens; mahogany, lined oak, maple, cherry. \$179.95 to \$719.95 including federal excise tax and warranty. Arvin Industries, Inc., Columbus, Indiana.



Arvin Sleepytimer Jr. clock-radio in five decorator colors; gives you pleasant, punctual awakening to music plus a fine electric clock. **\$29.95**



Arvin Polonaise FM/AM radio in five rich colors; eight tubes including rectifier; dual antenna system; superb tone of console-like quality. **\$59.95**



Arvin Collegian, exciting new small radio in six gay decorator colors; built in Arvin Magnafenna, Alnico speaker; Velvet Voice tone. **\$14.95**

STALKING THE STRIPER CONTINUED



BEACH BUGGIES, REVAMPED JALOPIES AND JEEPS EQUIPPED FOR SOFT



EXPERT SURF-CASTER Bud Oliver, who can toss a plug more than 150 yards, begins his cast with the rod straight forward. He brings it back directly



DAYBREAK ON CAPE COD FINDS WEARY BUT HOPEFUL FISHERMEN BY





SAND, PATROL, CAPE COD, WHEN BASS BITE, BUGGIES RUSH TO SCENE



over his head (above, left). Keeping his wrists stiff, he whips rod forward in same arc (center) and finishes up with rod in its original position (right).

WATER'S EDGE. THE BEST STRIPER FISHING IS AT NIGHT AT HIGH TIDE.



CONTINUED ON NEXT PAGE



No Other Whiskey... **ONLY**
FLEISCHMANN'S
GIVES YOU THE



1^o
CHOICE
QUALITY

Fleischmann's Superb
Straight Whiskies
Blended With Fine
Grain Neutral Spirits

2^o

Every drop

90 PROOF
rich, robust, delicious!

3^o

WINNING PRICE
America's Greatest Whiskey
Value!

BLENDING WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS
THE FLEISCHMANN DISTILLING CORPORATION, PEESKILL, N. Y.



For centuries, people have known that men who tended sheep had amazingly firm, but smooth, hands

FOUND— the clue to Gentler Shaves

It is now known that it is the lanolin in the sheep's wool which gives shepherds their wonderfully smooth hands. Lanolin *does* soften the skin . . . but it also is the substance that tends to *waterproof* the wool.

In shaving, you want the softening—but *not* the waterproofing effect.

A New Discovery!

Now, a great advance developed from lanolin, softens both skin *and beard*—and lubricates your face as you shave.

This wonderful new substance is called Lanotrate²⁵. It gives you twenty-five times the beneficial properties of an equal amount of ordinary lanolin.

Exclusive in Williams

New Lanotrate²⁵ is found only in Williams Shaving Creams, whichever type you prefer—New Instant Lather . . . Williams Regular Lather . . . or Williams Brushless Shave, Glider.

So, for the very best of shaves—get Williams!

Williams Instant Lather!

Billows of rich lather—instantly With Lanotrate²⁵ it softens beards on contact!



Williams Lather

Yields heavy, wet lather with Lanotrate²⁵ to soften beard and lubricate face



Williams Brushless—Glider

"Nobrush" shave plus Lanotrate²⁵ makes whiskers easy to cut, helps protect skin



STALKING THE STRIPER CONTINUED



PROUD FISHERMAN lugs 39-pound striper up on the beach at Cape Cod. Miner's lamp on chest gives light to help him unravel backlashes in darkness.



DE LUXE BUGGY, a revamped Model A Ford, bristles with rod holsters (on front bumper) and oversize tires.



FRUSTRATED EXPERT Stan Smith, rod and gun columnist of New York *Daily News*, heads home after fishless night. "All I got was wet feet," he said.

FALL TIME
IS
PLANTERS
NUT TIME



MR. PEANUT

PLANTERS Fall Fiesta



They taste so good...

Crisp—tender—roasted to delicious perfection—the flavor and goodness of PLANTERS COCKTAIL SALTED PEANUTS are loved the world over. Vacuum-sealed—oven fresh.

Full
8 Ounces

Tastes so good...

PLANTERS JUMBO BLOCK, pure peanut candy at its wholesome, delicious best. Still only 5¢!



HERE in many forms for your enjoyment, are the world's most famous peanuts—America's favorites. For fall parties—for fall good eating—look for all these famous PLANTERS products at your favorite store. And remember—your service man loves PLANTERS.

They taste so good...

The famous "Nickel Lunch" still only 5¢ ... energy, proteins, vitamins, plus.

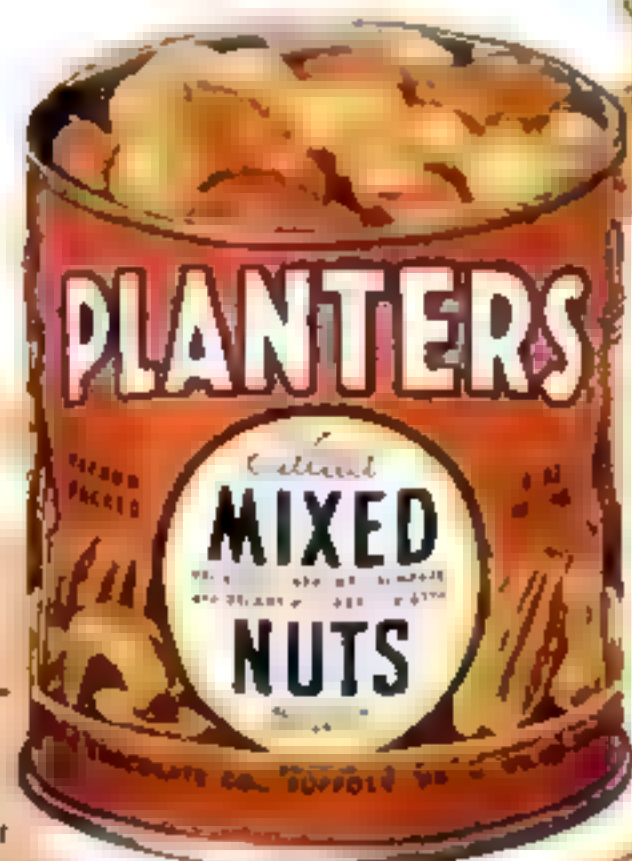


Makes everything taste so good...

The truly all-purpose cooking and salad oil—for better deep and pan frying—salads—baking. No peanut taste—but it makes the flavors of other foods seem even better! Get PLANTERS COOKING and SALAD OIL today.

Taste so good...

PLANTERS genius lies in bringing out the rich, distinctive flavor of every nut they roast. Try PLANTERS CASHEWS, ALMONDS, PECANS, MIXED NUTS.



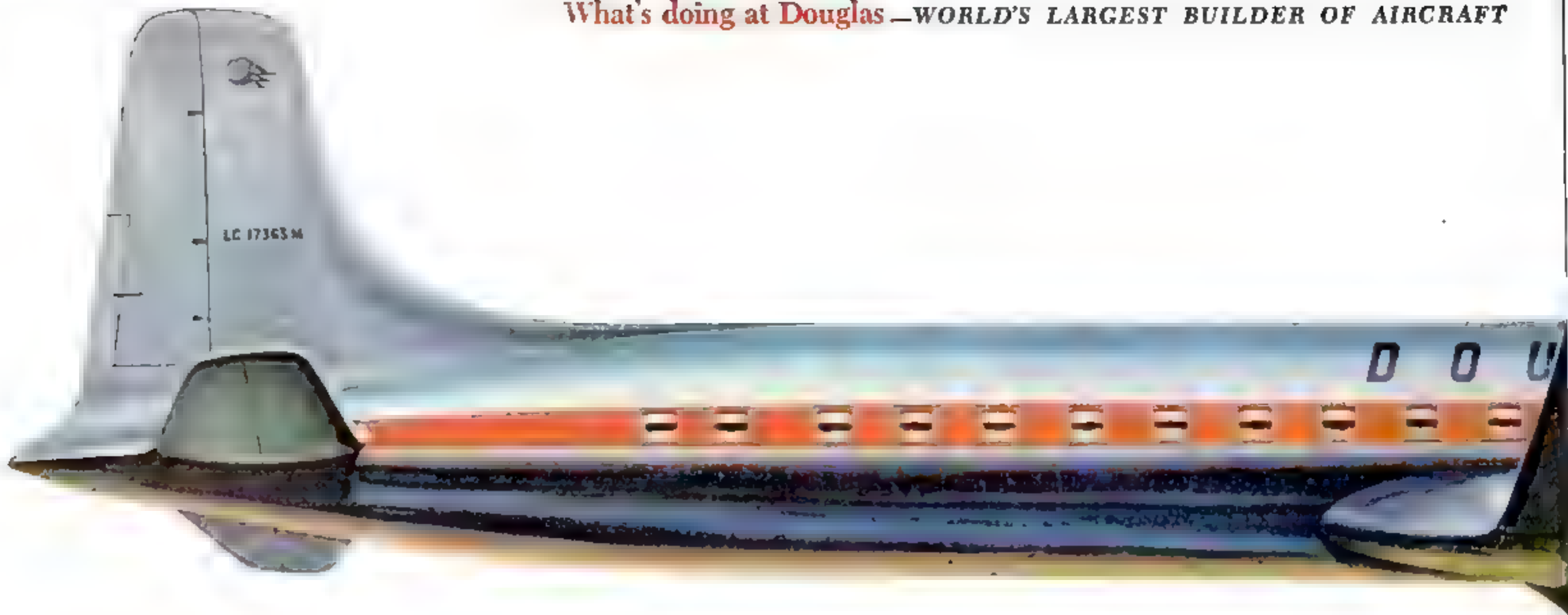
Tastes so good...

New super-smoothness—spreads so easily. True, rich old-fashioned peanut flavor. No oil separation. Only peanut experts can make Peanut Butter like PLANTERS.

These PLANTERS Products are also made in Toronto and sold everywhere in Canada

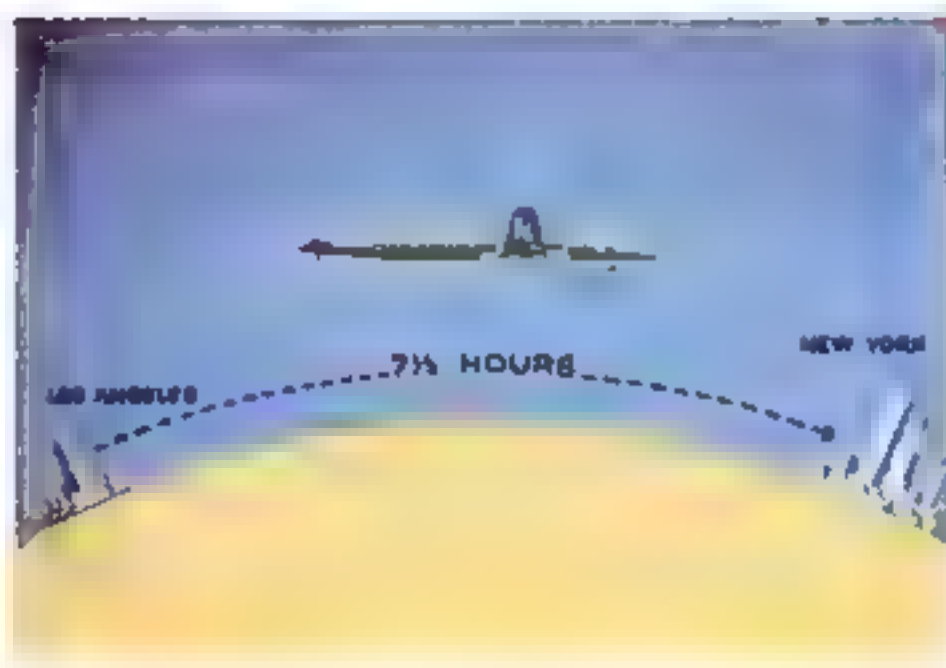
PLANTERS is the word for **PEANUTS**

What's doing at Douglas —WORLD'S LARGEST BUILDER OF AIRCRAFT



Newest thing on wings

THE NEW DOUGLAS



Coast-to-coast non-stop—7½ hours! The new DC-7 has a top speed of 410 m.p.h.; cruises at 365 m.p.h. No other U.S. airliner can go so fast—Los Angeles to New York in 7½ hours, New York to London in 10 hours. The huge, graceful DC-7 is 109 feet long and has a wing spread of 117½ feet.



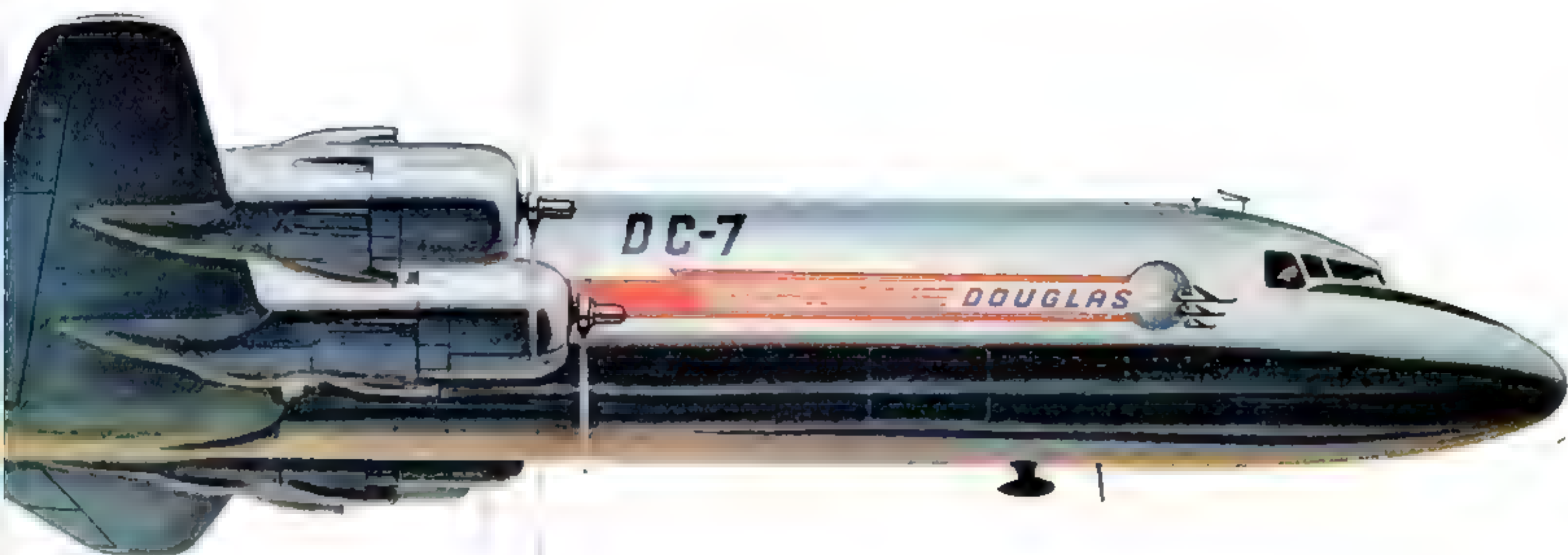
13,000 horsepower—hushed to a sleepy hum! Four giant Curtiss-Wright engines generate 13,000 horsepower. Jet turbines recover power that would be lost through the exhausts and send it to the propellers. Inside the plane, the big engines are effectively hushed by the most modern sound-proofing materials.



Uses new wonder metal, titanium! In the DC-7 titanium is used extensively in an airliner for the first time. Douglas pioneered the use of titanium in jet military planes. This lightweight, rustless metal has high strength at high temperatures—is ideal for engine nacelles and other uses.



Twice as many people fly



DC-7

*America's fastest and most luxurious
airliner starts service soon*



An extra air conditioner works while the DC-7 is on the ground at airports, as well as in flight. At all times, the cabin temperature stays in the pleasant 70's, even though the outside air may range from 120° above zero to 60° below. The air is perfectly *humidified*, too. And it is circulated without drafts.



Expect a smooth flight when you go by DC-7! The size and power of this big airliner make it remarkably steady in flight. It is pressurized to fly high above the clouds, where the air is sunny and smooth. And its long range permits the DC-7 to detour *around* many weather disturbances!



64 already ordered by four leading airlines—American, Delta-C & S, National and United. Many more orders are being negotiated. First scheduled flights will be made in the near future—watch your newspaper for the dates. Plan to make a trip *soon* in a DC-7. See how swift, luxurious and dependable it is!

DOUGLAS *as all other airplanes combined*

Better See **Motorola**



Exclusive Golden Voice

Hi-Fidelity System



The Radio-Phonograph that brings music lovers the answer to low-cost

Hi-Fi Tone

Motorola has done it! Discovered how to bring you radio-phonograph tone quality never before possible for less than hundreds of dollars! After years of research, Motorola now brings you all the beauty that has lain unheard in your finest records! All the highs and lows, the true, sweet treble, the full bass, the rich realism! Every record becomes a listening adventure... old records sound like new again! You must hear it to believe it! Ask your dealer for a demonstration of your favorite record. Hear it "for the first time!"



GOLDEN TONE ARM!
Featherweight pickup. Air-tone needle and Sonograp on chamber—reduce record wear and needle noise.



FULL TONAL RANGE

FULL RADIO HOOKUP!
No other record player... full audio system of the radio. Knolls' wider range, greater brilliance, realism!



MOTOROLA HI-FI RADIO-PHONOGRAPH—With 3-Speed Inter-mix Record Changer, Hi-Fi sound. 53F2, \$99.95
Price subject to change without notice. Slightly higher West and South. © 1953, Motorola, Inc. "Golden Voice" is a Reg. T. M. of Motorola, Inc.

Motorola Hi-Fi

WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER



LOW BACKS

Bare style is back for evening, new for cocktails

The startling invention of the strapless dress in the '30s pushed the low-backed evening dress with straps right out of fashion. With a public grown jaded on strapless tops and plunging necklines, the exposed back is back for evening and is also appearing in bold new versions for cocktails (*above*). Unlike the strapless dress, which couples boning with the principle of compensating tension and cannot be cut very low in back (or it would go down just as low in front), the new dresses are slung from the shoulders, from halter tops or from narrow straps. They dive as far as the wearer dares. A more mature fashion than most, it requires a smooth, filled-out back. To attain one quickly, Beauty Expert Elizabeth Arden recommends applying make-up and buffing the back with a chamois.

BAREBACK GEOMETRY in cocktail dresses offers oval (*left*, Cecil Chapman, \$85), deep V on Givenchy (Rudolf, \$125) and square (Larry Aldrich, \$125).

Which HADLEY band looks best with your watch?



All prices include Federal Tax
and are subject to change without notice

It's easy to tell which Hadley Band looks best with your watch. Just try your watch on the Hadley "Wheel of Fashion" Watch Band Selector above, or at your jeweler's. Hadley Bands are—

- styled with individuality, beauty.
- fashioned in the widths you like, lengths to fit any wrist perfectly.

- crafted like custom-made creations.
- so comfortable you forget you have one on.
- unconditionally guaranteed 1 year.

See the new Hadley Bands today. You'll find that a high style band for your watch doesn't have to mean a high price. For a "fitting" Hadley Band, see the jeweler at hand now!

PRODUCT OF ELGIN NATIONAL WATCH COMPANY

HADLEY
"WHEEL OF FASHION" BANDS

©1971, 1972, ELGIN NATIONAL WATCH COMPANY, ELGIN, ILLINOIS

LOW BACKS CONTINUED



COLLEGE GIRL VERSION in charcoal flannel (Lotte of Drewyn, \$23) has a low square back and is worn with low-priced accessories: a peaked wool-jersey cap (Mad-caps, \$8) and a blue fox barrel muff (Harold Rubin, \$53).

CONTINUED ON PAGE 119

At last—a washer and a dryer safe for any fabric!



NORGE

PRESENTS
THE NEW

"Laundry Maids"



The beautiful, functional styling of the new Norgé Laundry Maids has been selected by the Museum of Modern Art for its coveted Good Design Citation.

A totally new type of dryer—the *Time-Line* Automatic Dryer—made to match the famous *Time-Line* Automatic Washer

The washer that made automatic washing history—now better than ever—Always safest for fabrics, now the famous Norgé Time-Line Automatic Washer is safest in use. New, exclusive *Safety Spin* stops instantly when you lift the lid during the spin, starts again when you close it. Norgé Wave Agitation, 5-way warm rinsing and tangle-proof spin are safe for the filmiest lingerie—yet even grimy work togs come out sparkling clean. Fully automatic from fill to finish, but you can shorten, lengthen or skip any part of the cycle at a finger touch! \$279. With Safety Spin, \$299.

NORGE GUARANTEES

that any fabric or fiber safe in water is safe in a Norgé. If you're not completely satisfied with either the washer or dryer, Norgé will refund your entire purchase price.

The only dryer that dries clothes automatically four different ways—Norgé, and only Norgé, safely dries everything from hand-knit wools to lastex girdles! For it's a totally new type of dryer, with 4 ways to dry. Of course you can dry clothes as in other dryers—with *tumbling, heat and air*. But Norgé alone lets you turn off either the heat or the tumbling—or both—at the flick of a switch. Best of all, this *safest* dryer has the *fastest* drying rate. Install it anywhere—Norgé needs no bolting down or costly special fittings. Gas and electric models. From \$239.

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See your local paper for time and channel

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Creamiest, Longest Lasting
Lipstick Ever Created...

We're Giving You a FREE Bottle
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GUARANTEED* to be
the World's Longest-Wearing!

For a limited time only—a special beauty bonus of Chip-Pruf Cutex FREE with your purchase of new Stay Fast Lipstick! See for yourself how long-lasting Stay Fast stays on and on... how its "Moisturizing Action" keeps lips smoother, softer! And for beautiful fingertips you'll love Chip-Pruf Cutex, guaranteed to be the world's longest-wearing nail polish. Get your FREE bottle of Chip-Pruf Cutex when you buy America's finest new lipstick.

*Guarantee on package

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BAREST BACK, which also appears on cover, is sequined jersey sheath with satin halter top (Traina-Norell, \$800), worn with 7-inch rhinestone gauntlet. This top designer shows no strapless evening dresses in current collection.

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the finest quality money can buy



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Satisfaction
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**The cigarette that changed
America's smoking habits**

Outstanding and they are **mild!**

"They Even Put Waste to Work..."

EDWARD R. MURROW Interviews 5 Well-Known Oilmen—Hears How The Oil Industry Makes Sure You Get The Most From Each Drop of Oil

MEET THE PANEL:



I'm General Ernest O. Thompson, Chairman of the Texas Railroad Commission—a conservation agency of our state charged by law to prevent waste of natural resources like oil and gas. We set oil and gas production for Texas—controlling 146,000 wells.



My name is E. DeGolyer. I'm a geologist and an independent oil producer, Chairman of DeGolyer-McNaughton, Petroleum Engineers. My chief interest is in the exploration of oil and the estimation of oil reserves.



My name is George L. Parkhurst. I'm Chairman of the Board of the Oronite Chemical Company, San Francisco. I'm concerned with petro-chemicals and also with other phases of the oil industry.



I'm John M. Lovejoy, Chairman of the Board of the Seaboard Oil Company of Delaware. This is solely a producing oil company with a production of 33,000 barrels a day in various parts of the United States.



My name is John W. Newton. I am Vice-President of the Magnolia Petroleum Company, in charge of refining. At this time, I am also serving as Vice-President for refining, American Petroleum Institute.

Here are the highlights of Mr. Murrow's interview—one of the most important discussions ever held on conserving the nation's oil supply, and its significance to you as an American:

MURROW: *Dr. DeGolyer—you're one of the greatest geologists in this or any other country—how much oil do we have available in the U.S.?*

De GOLYER: About 30 billion barrels in proven resources—almost 4 times what we had in 1925.

MURROW: *Are we finding as much oil here as we're using up?*

De GOLYER: The available statistics indicate that, yes, on the average, we have found as much oil each year as we've used.

MURROW: *I'd like to ask—what's happened to the wasteful, old-fashioned gusher we used to see?*

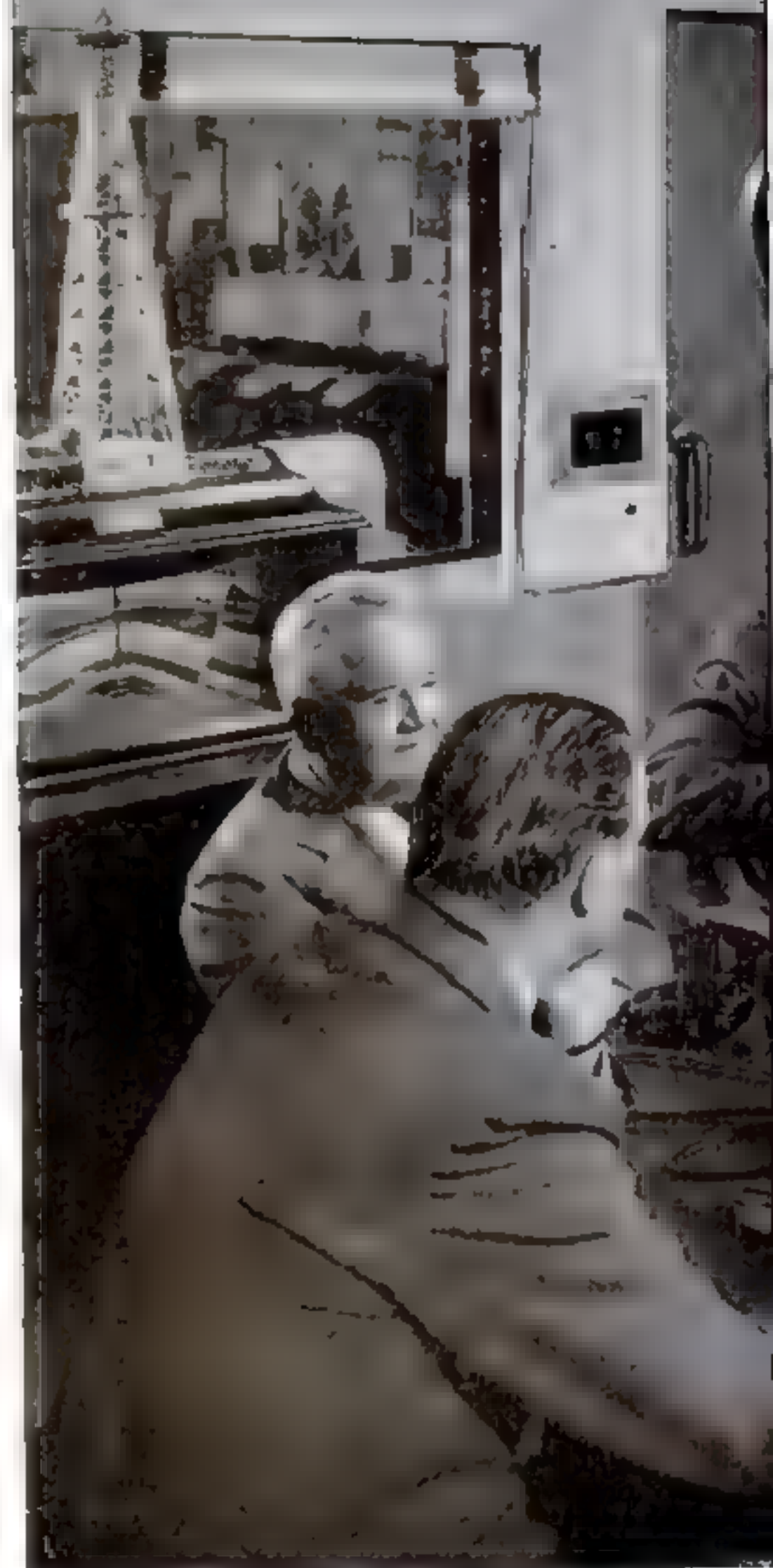
THOMPSON: Well, in the old open flow days, every man got all he could under "devil-take-the-hindmost" production. That was very wasteful. Wells would blow their heads off, gush for a while, then go flat.

NEWTON: In 1901 in Beaumont, Texas, we had America's original gushers at "Spindletop." One flowed at the rate of 100,000 barrels a day, but only for a short time. In contrast with today's efficient practice, little of the oil in the ground was recovered.

THOMPSON: In those days we recovered only 25 to 30% of the oil in the ground. In East Texas today, by carefully conserving reservoir energy, we are not content unless we get up to 80% recovery.

MURROW: *What do you mean by conserving reservoir energy? Is this a key problem in oil conservation?*

De GOLYER: It's the basic problem—keeping the pressure on the oil in the reservoir. An oil field has been best compared to a bottle of soda water. If the bottle is opened and the gas is allowed to escape, the thing goes flat. If an oil field is produced wide open and the pressure gets too low, then the field goes flat and you lose a lot of oil which you never recover.



EDWARD R. MURROW'S ROUNDTABLE on Texas conservation practices brought 5 outstanding oil men to CBS' studio in New York. Mr. Murrow questioned his guests.

MURROW: *Would someone please explain to me how oilmen inject gas or water to get more oil out of the ground?*



LOVEJOY: If your natural forces become exhausted, then you have to pump in water or gas to provide artificial forces. The best time to do this is before the natural forces are exhausted. In the New Hope Field of

East Texas, natural forces were very small compared to the size of the reservoir. The wells stopped flowing before the field was completely drilled.

By putting in an artificial water flood before the natural pressures were gone, we've maintained production there for many years.

MURROW: *What are oilmen doing to conserve oil once it gets to the refinery?*

NEWTON: I'd like to comment on that. We've developed new refining processes, principally catalytic cracking, alkylation, polymerization, etc. and learned how to make

For a new free booklet on oil conservation, "Oil Con-Serves For You," write to Oil Industry Information Committee,



of the success of the oil industry in this country. In the countries where governments themselves have tried to develop their own resources, they have been completely unsuccessful. To illustrate, in Russia they have not been able to increase their oil production materially over the last twenty years—and their oil potentialities are vast.

Dr. GOLYER: The 13,000 small and large producers in the U.S. don't all think alike. I might look at all the data on a certain prospect and decide it didn't justify the cost of a well. Mr. Lovejoy might think differently and drill it. Even if both of us thought it was bad, there would be some third fellow who came along and drilled it. That's one reason we find as much oil as we do, and find it as fast as we have.

PARKHURST: Mr. Newton has mentioned new refining processes and improvements in products. This has been stimulated greatly by competition in research. Companies, large and small, all competing to bring out a better product and do a better job of processing the crude oil, have made a great contribution—

MURROW: —So that good conservation practices extend throughout the entire industry?

PARKHURST: That's true. Going beyond production and refineries, conservation never ceases. The oil industry has worked with the automotive people, equipment manufacturers and consumers to get better use out of oil products and to give better value.

Our lubricating oils have been improved to the point where engine overhauls are much less frequent. An automobile will go farther on a gallon of gasoline. Fuel oil has been upgraded by more efficient combustion and better oil burners. And, so, conservation extends from the oil in the ground to the final, individual user.

fied at left) for over 2 hours. This entire interview was recorded on tape. Its highlights are reproduced on these pages to bring you one of the most important discussions ever held on con-

serving the nation's oil supply. Scale model of oil derrick in background was used to illustrate technical questions on conservation in oil production.

better use of gases formed in some of these operations. Compared to years ago, twice the quantity of useful products can now be obtained from a barrel of crude.

MURROW: That's conservation indeed.

NEWTON: We are now able to meet the requirements of the public out of 2½ billion barrels of crude yearly. Without these many process improvements we would have used about 5 billion barrels of crude oil last year.

Also, oil products have constantly been made better. The fact that two gallons of today's gasoline do the work that three did in 1925 shows an outstanding achievement in quality. This is real conservation.

MURROW: Mr. Newton, I wonder if you could tell us a little about some of the other products you people make from oil?

NEWTON: Petroleum products go into production of insecticides, fungicides, antifreeze, detergents, etc. Today there are something like a thousand different products of varying types made from petroleum.

MURROW: This is down your line, Mr. Parkhurst. What about the use of petroleum products in the manufacture of synthetic rubber?

PARKHURST: That's very important. Nearly all synthetic rubber today comes from petroleum. Other things in the same general category are plastics, paints, textile fibres—great varieties of things we don't normally think of as petroleum products.

MURROW: Somebody told me you were even conserving the smell of oil these days. Is this true?

NEWTON: Yes. There is one smell that is being conserved and actually being used. That's in the recovery of sulphur. With some oils, sulphur gases are generated, which we can recover and so make possible their conversion to sulphuric acid. This acid helps manufacture hundreds of products.

PARKHURST: That's an example of a by-product which was not only a waste—its smell was a nuisance. Taking that waste product and upgrading it into a valuable chemical is an excellent example of conservation.

MURROW: With all the thousands of companies engaged in the oil business, how much has competition contributed to oil conservation?

LOVEJOY: I think competition is probably the secret



EDWARD R. MURROW SUMS UP...

It seems to me, that these five distinguished oilmen say this:

Nature has given us a wealth of petroleum, but it is not necessarily inexhaustible. Man, through his skills and ingenuity, has converted petroleum to his own use. And now man—the oil industry—is trying through sound conservation to assure us:

FIRST, that the maximum amount of oil is produced from each field.

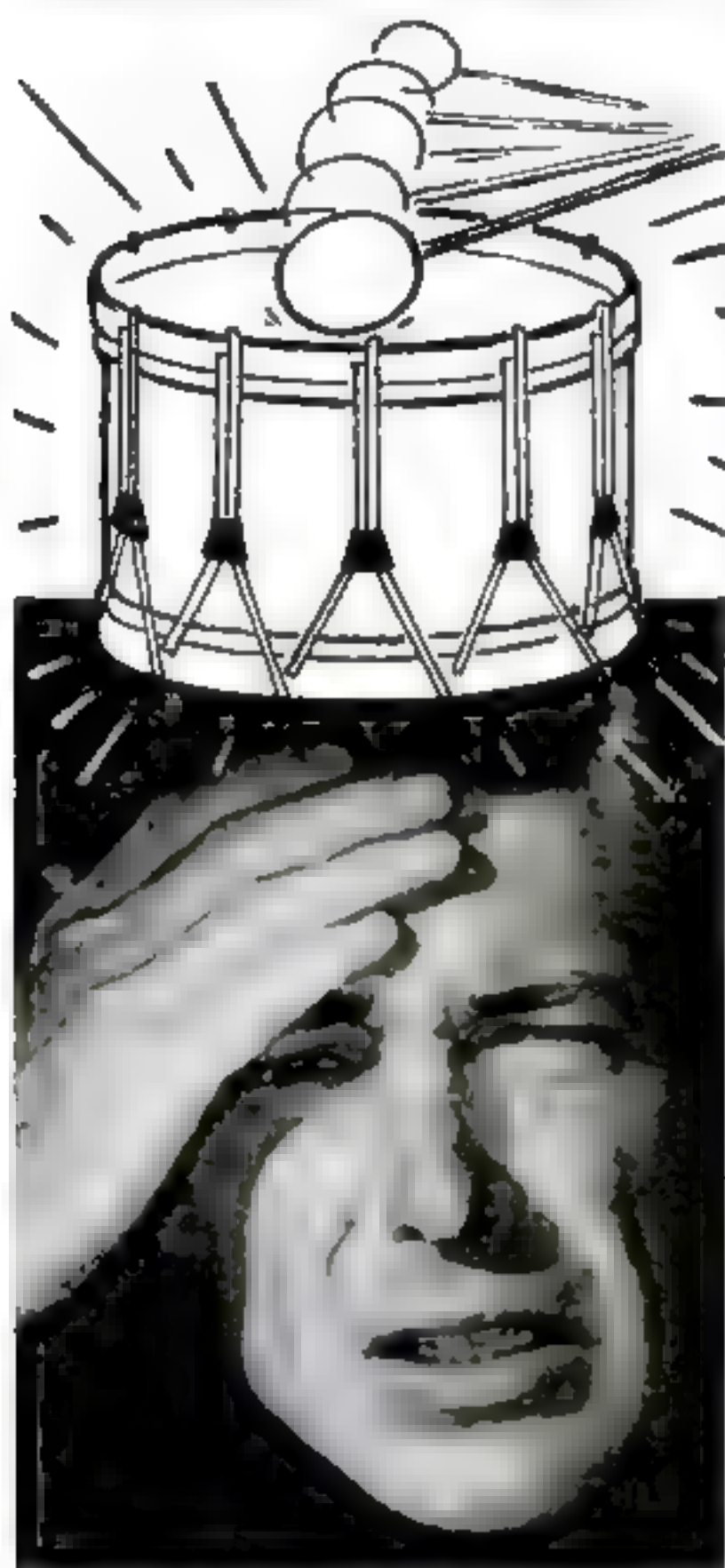
SECOND, that researchers are finding new ways to provide new oil supplies for the future.

THIRD, that oil, once taken from the ground, is processed efficiently to meet the consumer's needs.

The one thing I already knew was that all this pays off in effective service to the public.

Hear Edward R. Murrow on CBS Radio, Monday through Friday; see "Person to Person," his new TV show, CBS-TV Friday nights.

Why wait for old-fashioned pain relief?



BUFFERIN[®]
acts twice
as fast
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Won't upset your stomach,
even safer than aspirin...

because Bufferin combines aspirin with two highly effective antacid ingredients which actually *protect* your stomach from aspirin irritation. And because of these antacid ingredients, Bufferin acts *twice as fast* as aspirin to relieve pain!



REV SURVEYS HIS SHOES ONE WEEK (BOTTOM, RIGHT) TO 6 YEARS (TOP). MORE ARE OUTGROWN THAN WORN OUT

SIX YEARS OF SHOES

Bootees to boots, an active Texas lad runs through 35 pairs of footwear

Soon after Revis Dexter Tyler III of San Angelo, Texas, now 6, was born, his father decided to keep all his shoes as mementoes. Rev's 35 pairs trace the boy through the cradle's bootees, learning to walk (white boots, 1st row, 4th from bottom), playing in mud piles (in sandals, behind white boots which he got

dirty), playing cowboy (cowboy boots), soldier (combat boots), and shinning up trees in 10 pairs of tennis shoes. The set was almost broken when Rev was 2 and lost a sandal in an auto accident, but two months later, passing the scene, Mr. Tyler spotted a weatherbeaten object, collected the missing sandal.



Studebaker Commander V-8 hard-top. White sidewalls, chrome wheel covers—and gas-saving tinted glass—optional at extra cost.

Actual color photograph.

Excitingly different! Studebaker's European look!

Low and racy in design like a costly foreign sports car!
Thoroughly American in comfort! Down to earth in price!

NO wonder this low-slung new Studebaker with the European look is a sensational seller.

People everywhere say this is the most refreshingly different and strikingly original automobile they ever saw.

But your biggest thrill of all comes when you drive this sleek Studebaker.

It sparkles with zip and pep—and you never felt so secure before in any car.

At surprisingly small cost, you can own a brilliantly powered Studebaker Commander V-8 or a long, luxurious Champion in the lowest price field.

Nine body styles in colors galore—sedans, coupes, hard-tops—and they're all gas economy team-mates of Studebaker Mobilgas Run stars. Marvelous new Power Steering—and Automatic Drive or Overdrive—available at extra cost.



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Noted New York school of
fashion design names Studebaker
outstanding in style

New Studebaker

NEW CLEANSER TURNS CLEANS FASTER, KILLS



URNS GOLDEN



CLEANS FASTER



KILLS GERMS



BANISHES ODORS



GOLDEN WHEN WET- GERMS AND ODORS

Watch
NEW OLD DUTCH
with
**"SUNSHINE
SUDS"**
go to work



1 New Old Dutch Cleanser is a smooth, white powder. When it hits water, presto . . . New Old Dutch turns a pure golden color and does things no cleanser ever did before.



2 PROVED—New Old Dutch cuts grease better! New Old Dutch was tested against the two other leading cleansers in the laboratory. It dissolved nearly twice as much grease as Cleanser A, more than twice as much as Cleanser B. That means less wiping when you clean greasy sinks, pots, pans and stoves.



3 PROVED—New Old Dutch rinses away completely. Its "Sunshine Suds" are *working* suds. They contain millions of tiny sponges which soak up grease and dirt, and carry them away as you rinse.



4 PROVED—New Old Dutch kills germs! It's the only leading cleanser which contains a special sanitizer. You can see the results through a microscope. New Old Dutch even kills germs on the cloth you clean with. This added protection is a special blessing when there are children in the home.



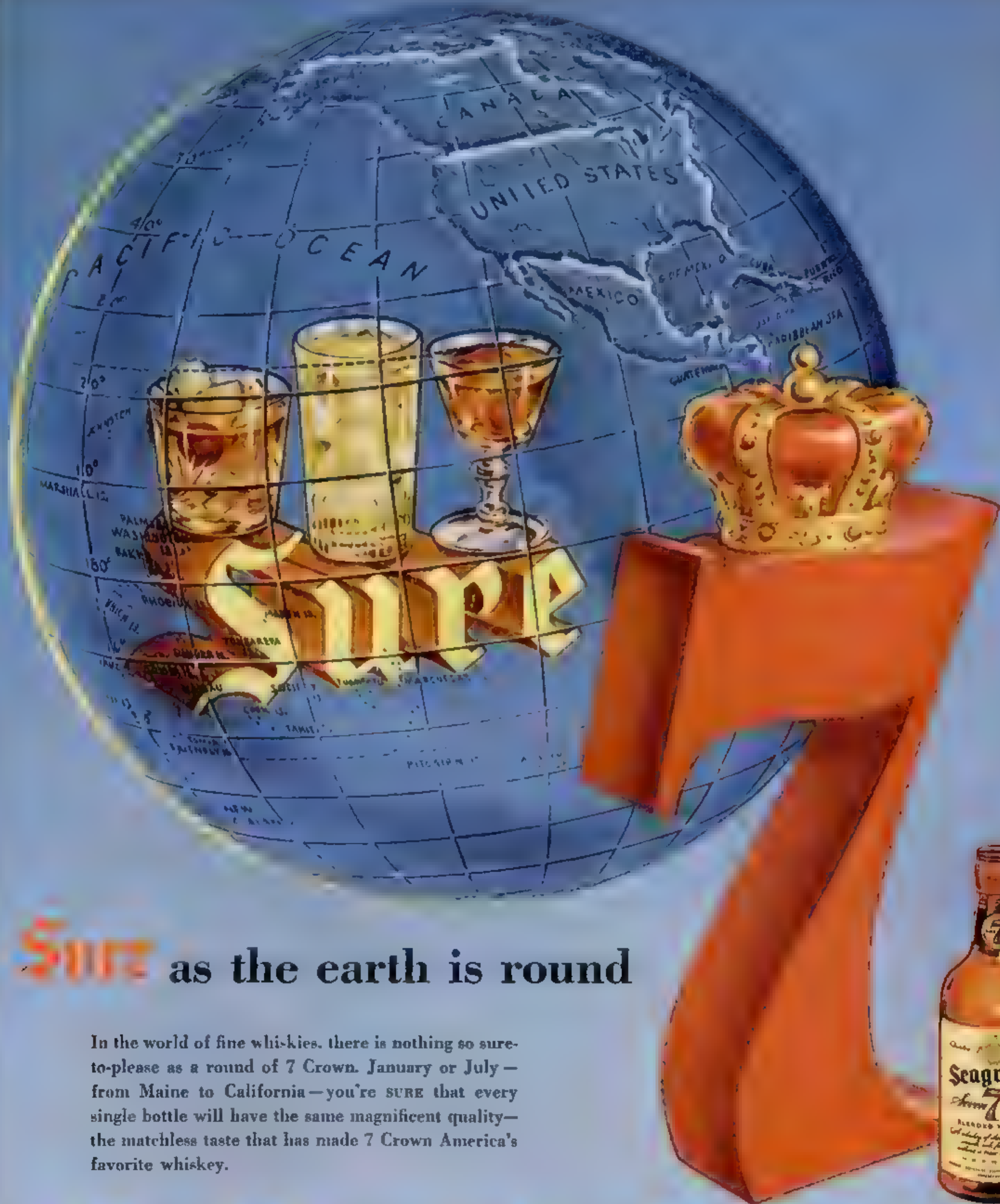
5 PROVED—New Old Dutch banishes odors! Rub your hands with raw onion. Now clean them with a dab of New Old Dutch. Not a trace of odor remains. Wonderful when you clean a skillet after frying fish or onions.



6 AND IN ADDITION—New Old Dutch is gentle on your hands. Works equally well in hot or cold, hard or soft water. And, has a fresh, clean smell.

NEW
Old **DUTCH**
CLEANSER
WITH **"SUNSHINE SUDS"**





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SEAGRAM'S 7 CROWN BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

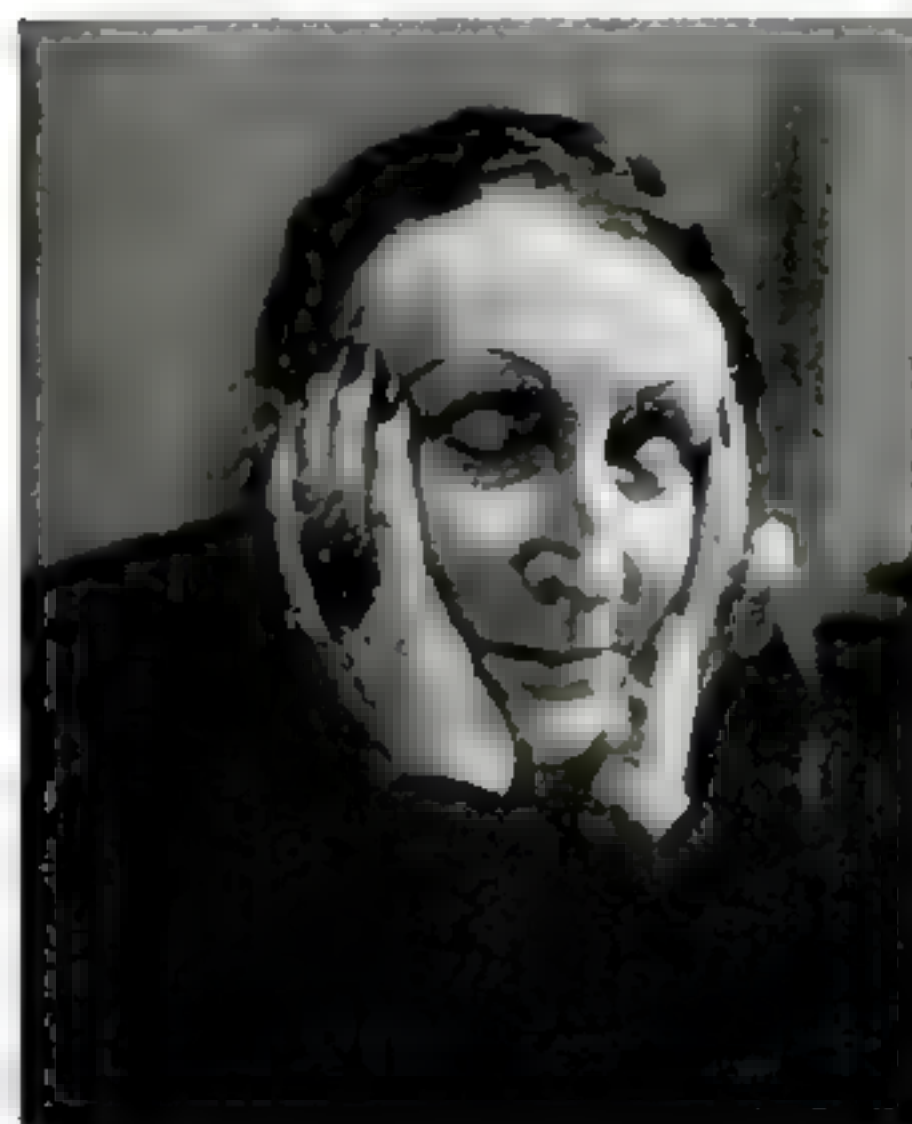


RAPID POETESS Edith Sitwell flips a page as she reads (*above*), then broods over playback (*below*)

Voices of Authors

NOTED WRITERS RECORD THEIR OWN WORK

The first thing Edison did with his new recording machine in 1877 was to give a literary reading: he recited "Mary had a little lamb" into it. But recording companies since then have never fully developed this literary field or exploited the pleasure people get out of being read to. Recently, with readings becoming one of the most popular forms of theatrical entertainment, an album of Shaw's *Don Juan in Hell* became a best-seller. Pursuing this trend, Columbia Records this week released the most ambitious collection of readings put on the market, a \$100 album of authors reciting their own works: John Steinbeck, Aldous Huxley, Edna Ferber, William Saroyan, Christopher Isherwood, Katherine Anne Porter, John Collier, Truman Capote, Somerset Maugham and Edith, O-lart and Sacheverell Sitwell. The album devotes one hour-long LP record to each of the writers, who, recording over a two-year period, brought to this unaccustomed task a great intensity and variety of techniques and expressions.





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You deserve modern cleaning aids. O-CELO sponges with their exclusive "Water-Breathing Action" take the hard work out of your housework. No longer do you have to put up with time-wasting rags.

O-CELO cleans better too! The remarkable pore structure gently scrubs... never scratches. Start cleaning the modern O-CELO way... the easy way... Now!

Wonderful

O-CELO dish mops



Easily cleans "hard-to-reach" places usually left untouched by rags. Quickly cleans everything from tall glasses to baby bottles. Cost surprisingly little for the lot they do... only 3¢!

AUTHORS RECORDING CONTINUED



OSBERT SITWELL RECITES PENSIVELY

A FATHER OUT OF TIME, PLACE

Sir Osbert Sitwell, brother of Edith, reads from his volume of memoirs, *Left Hand, Right Hand*, a description of his father who "... gifted though he was, spent his life apart, alone. Indelibly stained with gothic darkness and its accompanying colors, pure and soft... his mind inhabited that ivory tower of the 13th century, complete with every convenience of the time—crossbows, battlements, oubliettes, and thumbscrews. Like an elephant, he carried his castle on his back, or, after the manner of a snail, could retire into it for dark hours and a hard winter. . . ."



EDNA FERBER READS WITH VEREMENCE

THE GAY OLD DOG IN THE LOOP

Edna Ferber, who also recorded parts of her *Show Boat*, read her description of the hero in *The Gay Old Dog*, a short story about a Chicagoan: "Jo Hertz was a Loop-bound. . . . When a new Loop cafe was opened, Jo's table always commanded an unobstructed view of anything worth viewing. On entering, he was wont to say, 'Hello, Gus' with careless cordiality to the headwaiter, the while his eye roved expertly from table to table as he removed his gloves. He ordered things under glass... his table, at midnight... resembled a hotbed that favors the bell system."

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Your children are lucky. They are shielded by modern medicine from most of the former severities of childhood diseases.

Did you know, for example, that your boy and girl have 25 times the chance of recovery from measles that a child had in the 1920's?

They have 40 times the chance of recovery from whooping cough, and 75 times the chance of recovery from diphtheria.

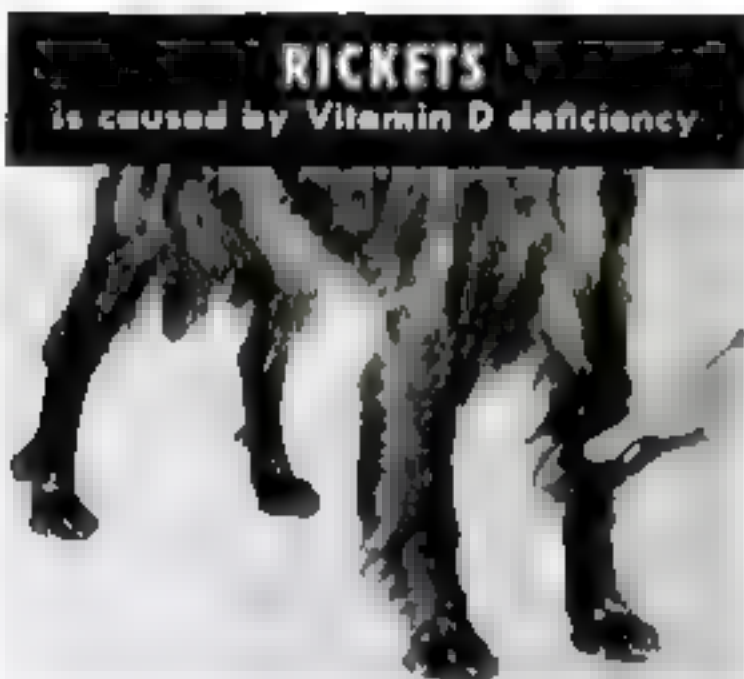
Lederle is proud that our vaccines, antitoxins and purified toxoids are helping to build a brighter childhood for millions of young Americans.

And in our laboratories and plants, about 4500 scientists and their associates are steadily pushing back the barriers of ignorance and discovering new ways to heal.

Still better health is on the way for America's lucky children.



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Gro-Pup wins official approval! The American Veterinary Medical and Animal Hospital Associations' Joint Committee on Foods gave Gro-Pup Ribbon dog food their

official seal of approval. Gro-Pup is the *only* dry dog food to win this official approval.

Protect your dog's health. Feed Gro-Pup Ribbon Protective dog food at every meal. Then, the 30 vital food factors in Gro-Pup will be protecting your dog from the many common ailments resulting from vitamin-mineral deficiency! See the simple feeding instructions on the package.



Only one dry dog food has won this seal—Gro-Pup!

GRO-PUP

PROTECTIVE DOG FOOD



Gro-Pup T-Bone Form Biscuit
"The protective treat that's better than steak"

Made by The Kellogg Company, Battle Creek, Michigan



JOHN STEINBECK SNARLS HIS WORDS

BASSO WITH BEER AND A 'BEAR'

Unlike other authors, who sipped tea and coffee in the recording studios, John Steinbeck swigged beer, spoke in a deep bass, made grunting noises during his playbacks. Reading from *Johnny Bear*: "His black matted head bobbed forward and his long arms hung out as though he should have been on all fours and was only standing upright as a trick. . . . On his face there was a foolish happy smile. He moved forward and for all his bulk . . . he seemed to creep. . . . At the bar he stopped, his little bright eyes went about from face to face expectantly, and he asked 'whisky?'"



CAPOTE BEAMS DURING RECORDING

MISS BOBBIT AND HER BLUE LACE

In a grandmotherly tone, pausing at intervals (*above*) for effect, Truman Capote read his bizarre *Children on Their Birthdays*. Miss Bobbit, age 10, at a theatrical, "with a bump, up-ended her skirt to display blue-lace underwear. . . . But showing off her bottom was not Miss Bobbit's final triumph. . . . Sister Rosalba, carrying a lighted Roman candle rushed onstage and handed it to Miss Bobbit . . . in the midst of a full split. . . . The Roman candle burst into fiery balls of red, white and blue, and we all had to stand up because she was singing *The Star-Spangled Banner*. . . ."

CONTINUED ON PAGE 124

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100% sterile—guaranteed by famous Johnson & Johnson sterilization technique.

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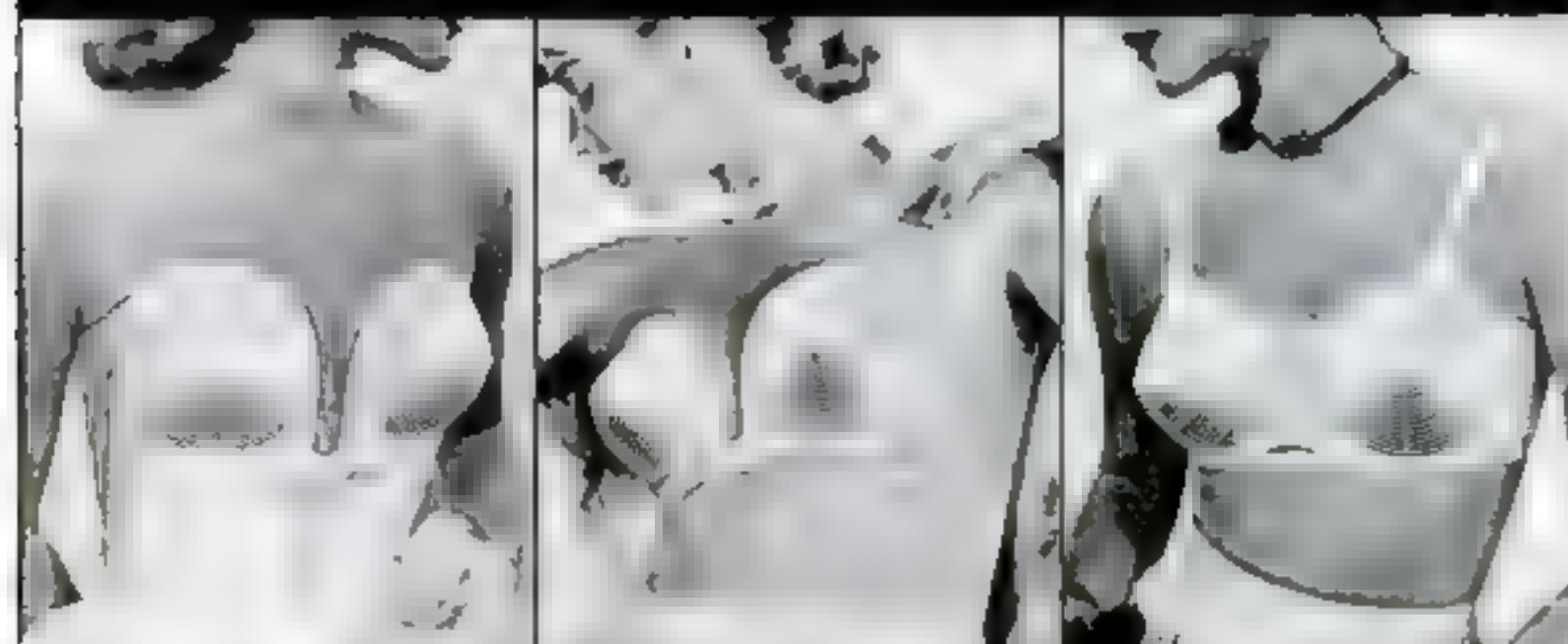


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Long-Line Strapless: for midriff flattery. Nylon taffeta and lace. A, B, C cups: black or white. \$8.95

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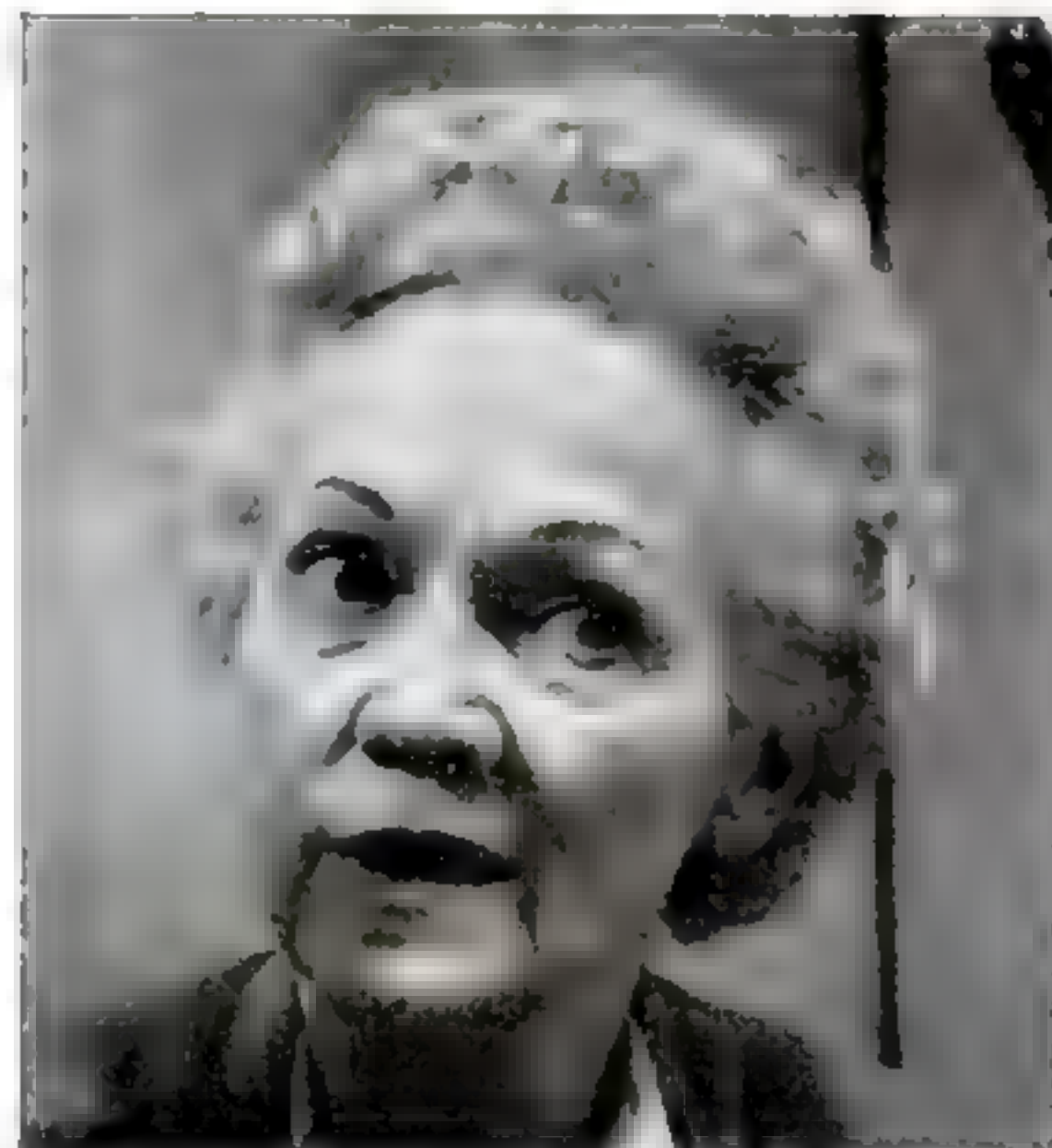
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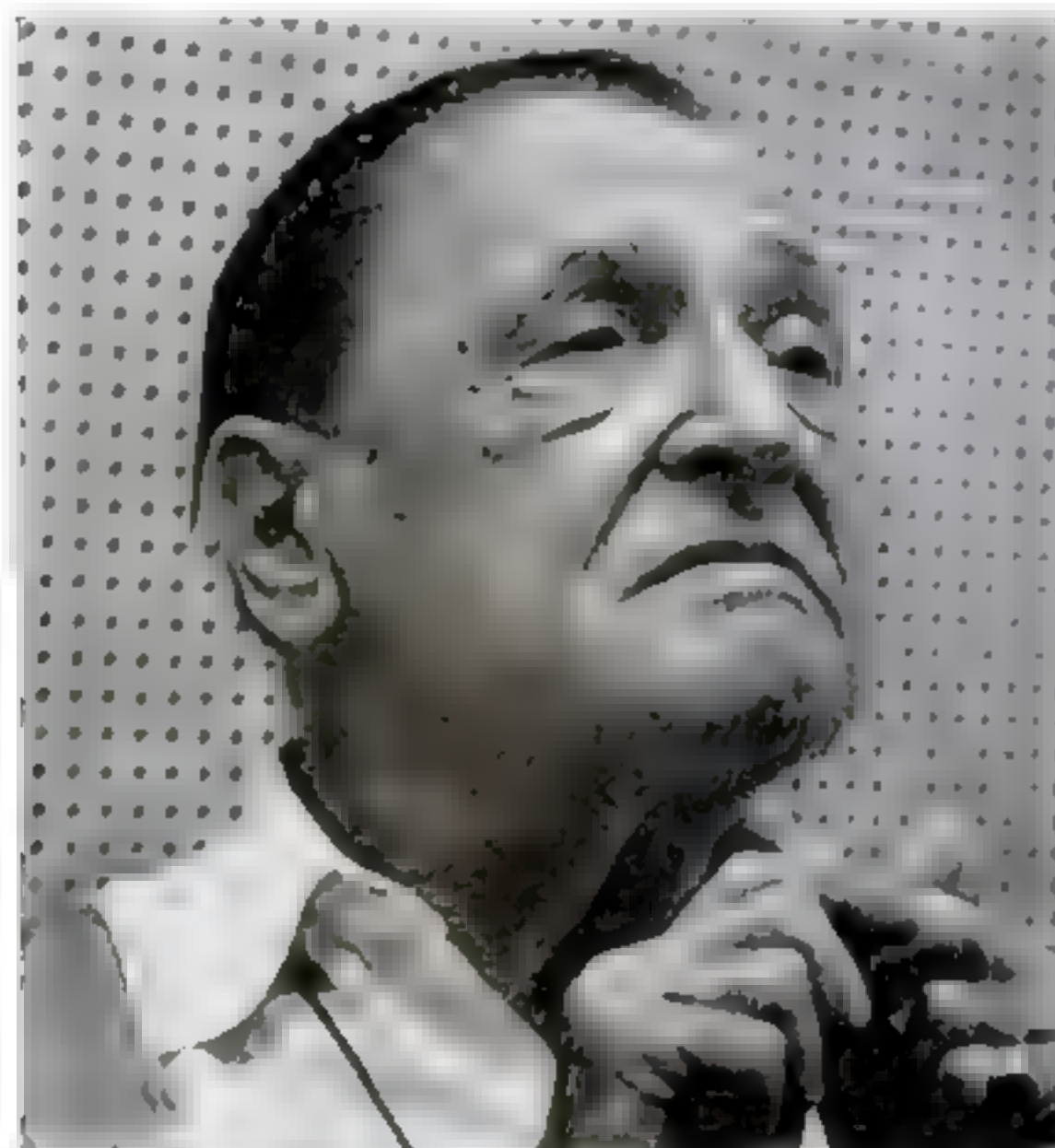
AUTHORS RECORDING CONTINUED



KATHERINE ANNE PORTER ACTED AS SHE READ

PORTRAIT OF A REBEL AND JUDAS

In a hypnotically silken voice, Katherine Anne Porter read from *Flowering Judas*: "Braggioni loves himself with such tenderness . . . and eternal charity that his followers . . . warm themselves in the reflected glow. . . . Not for nothing has Braggioni taken pains to be a good revolutionist . . . professional lover of humanity. He will never die of it. He has the malice, the cleverness, the wickedness, the sharpness of wit, the hardness of heart . . . for loving the world profitably. . . . He will live to see himself kicked out from his feeding trough by other . . . world-saviours!"



SOMERSET MAUGHAM PAUSES, FIDGETS

PORTRAIT OF THREE FAT WOMEN

The job of recording inspired such concentration in Somerset Maugham that he almost completely overcame his stammer. He grimaced (*above*) while he went through *The Three Fat Women of Antibes*: "They would have been independent of anyone else if they had not needed a fourth at bridge. . . . 'It's such a bore. We can't get cream here,' she said. 'It's one of the things one has to do without on the Riviera.' . . . Presently, they dried their tears and had a little brandy and water, which every doctor had told them was the least fattening thing they could drink. . . ."



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*Between June 16 and August 19, a stock model of the new Royal Portable typed, in a continuing test, more words than you could type if you wrote 400 words a day for 41 years.

If you wrote a 200-word letter a day, it would take you more than 82 years to give a new Royal Portable the same workout. Suppose you wrote a 1000-word theme a day. It would take you 16 years to give a new Royal Portable the beating that this stock model has taken.

Figure it any way you like—literally! Here is the

typewriter of a lifetime for a lifetime...the only portable ever to give proof of ruggedness and dependability...the only portable that ever dared to run a stock model night and day, 24 hours a day, with only half hour pauses for ribbon- and paper-changing.

Every exclusive feature, every Royal improvement, got "The 41-Year Test"—got much rougher treatment than you could ever give it!

Any way you figure it! You need a new Quiet DeLuxe Royal Portable! \$9.95† down and you have 18 months to pay.



EXCLUSIVE!

Speed Selector increases or reduces carriage speed to your typing habits. Instantly adapts typewriter to the requirements of beginner, expert, high school student and the adult.



EXCLUSIVE!

Line Meter. No need to know depth of paper beforehand. Just set sheet as directed and number of typewritten lines to bottom of page is clearly visible. Invaluable for neat typing.



EXCLUSIVE!

Push Button Top. Just press the button and you have easy access to "Touch Control," easy ribbon-changing and type-cleaning. Nothing to lift off or hold up. Springs do it for you!



EXCLUSIVE!

Visible Tab Set. Instant, visible fool-proof tab setting. No need to reach in back of machine. No complicated motions. Gives remarkable new speed and ease in figure and form writing.

5 AMAZING IMPROVEMENTS

New Color Combinations, gray with green keys and brown with green keys, give Royal Portable new beauty and suitability for the home.

New Speed Spacer makes the new Royal faster and easier to operate. Minimizes rebound and vibration. Built like space bar of office Royal.

New Carriage Controls are engineered for easier and faster lever identification. Carriage release levers newly positioned for faster operation.

Greater Paper Capacity allows you to insert large envelopes into a portable typewriter. Another office machine feature!

Fiberglass-plastic Carrying Case is not only smartly styled but is also virtually indestructible. Yet, the lightest case any portable ever had.

plus "Magic" Margin, a famous Royal exclusive. You don't set margin stops by hand. Just position the carriage, flick "Magic" Margin levers left and right, and margins are set!

Try the new **ROYAL** portable—the typewriter

PORTABLE TYPEWRITER

"THE 41-YEAR TEST"*

*These facts were proved in a comprehensive laboratory test by an impartial research organization.



Only \$9.95† down (18 months to pay) gets you a new Royal Portable — "The Standard Typewriter in Portable Size," with a keyboard the exact duplicate of Royal Standard. Liberal trade-ins. See your Royal Portable Dealer.

† Plus applicable taxes

of a lifetime for a lifetime

"Magic" and "Touch Control" are trade-marks of Royal Typewriter Co., Inc.



BRONZE AND GOLD, a line of maples and red oaks stands by one of overlooks on Skyline Drive, which offers a spectacular view across the crest of the Blue Ridge.



Autumn in the Shenandoah

**BRIGHT SPLASHES ADD SPARKLE
TO LAND OF RICH, SOMBER COLOR**

PHOTOGRAPHED FOR LIFE BY ALFRED EISENSTAEDT

The autumn of each year casts a rich tapestry of somber reds, bronzes and muted purples over the Shenandoah Valley of Virginia. It lies smooth over the rounded Blue Ridge mountaintops, crumbles into narrow gorges, cascades down to the neat, white farm buildings and trim, patterned squares of green pasture and brown plowland in the valley below. This is historic ground, one of the great courses of battle during the Civil War.

Looking down from the Skyline Drive as it winds near the crest of the ridge, the traveler

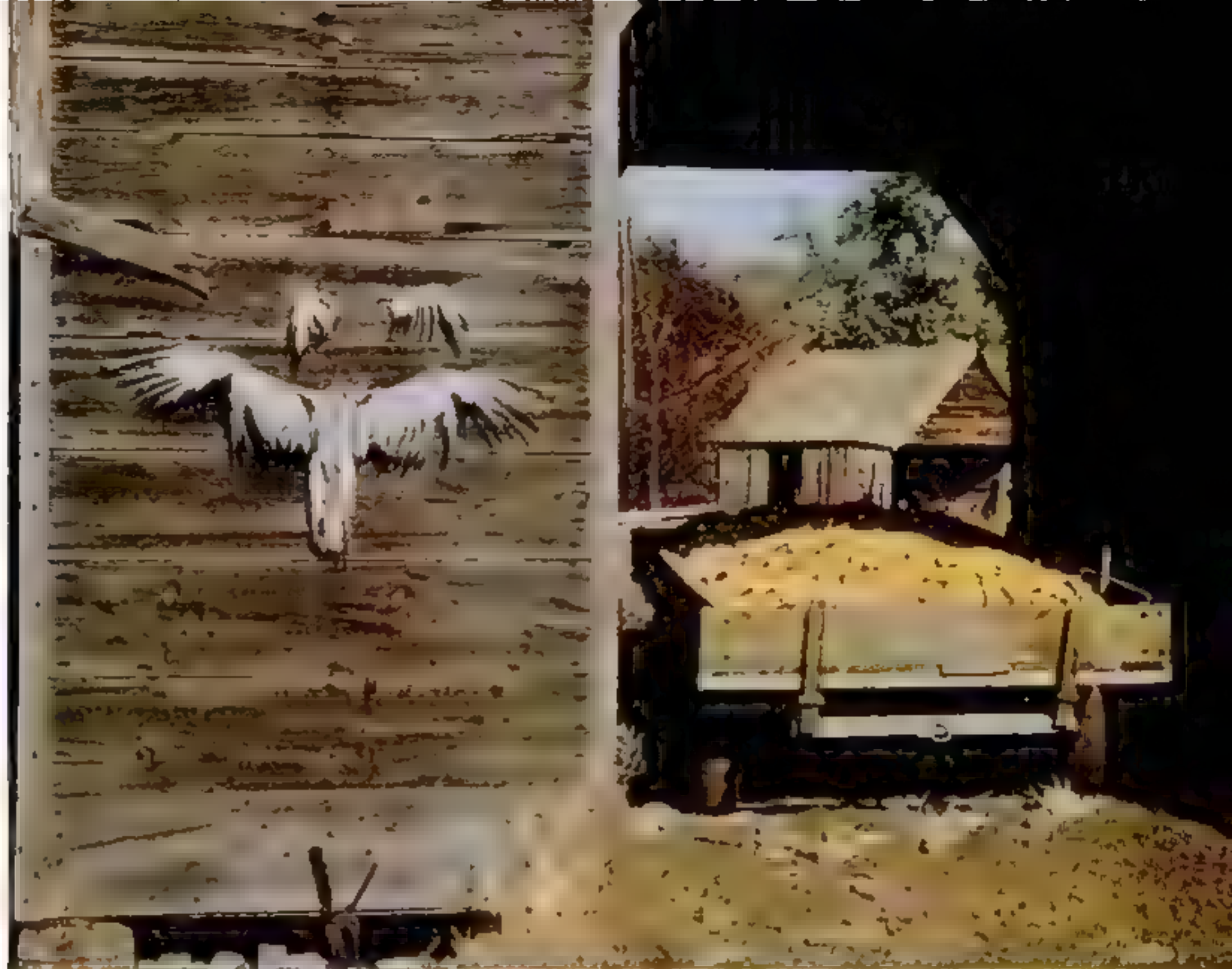
can see the heavy haze of color pierced here and there by sudden sharp stabs of brilliant red and yellow, from the occasional maples and birches in forests that are predominantly oak. And if he goes walking through forest clearings and mountain meadows, he will find a splendid scattering of golden leaves, fiery berries, dazzling white milkweeds. The profusion of color is at its peak for a few days in mid-October but lingers on another month. As recorded on these pages, it is one of America's great seasonal spectacles.

RED AND GOLD, a cluster of maple leaves blazes beside a mountain trail. Rich red hues result when cold prevents sugar in the leaf from running off through stem.

VERMILION berries of the mountain ash are a favorite food for birds. This shrub is rarely seen below 3,000 feet, is here growing at the brink of a precipitous cliff.





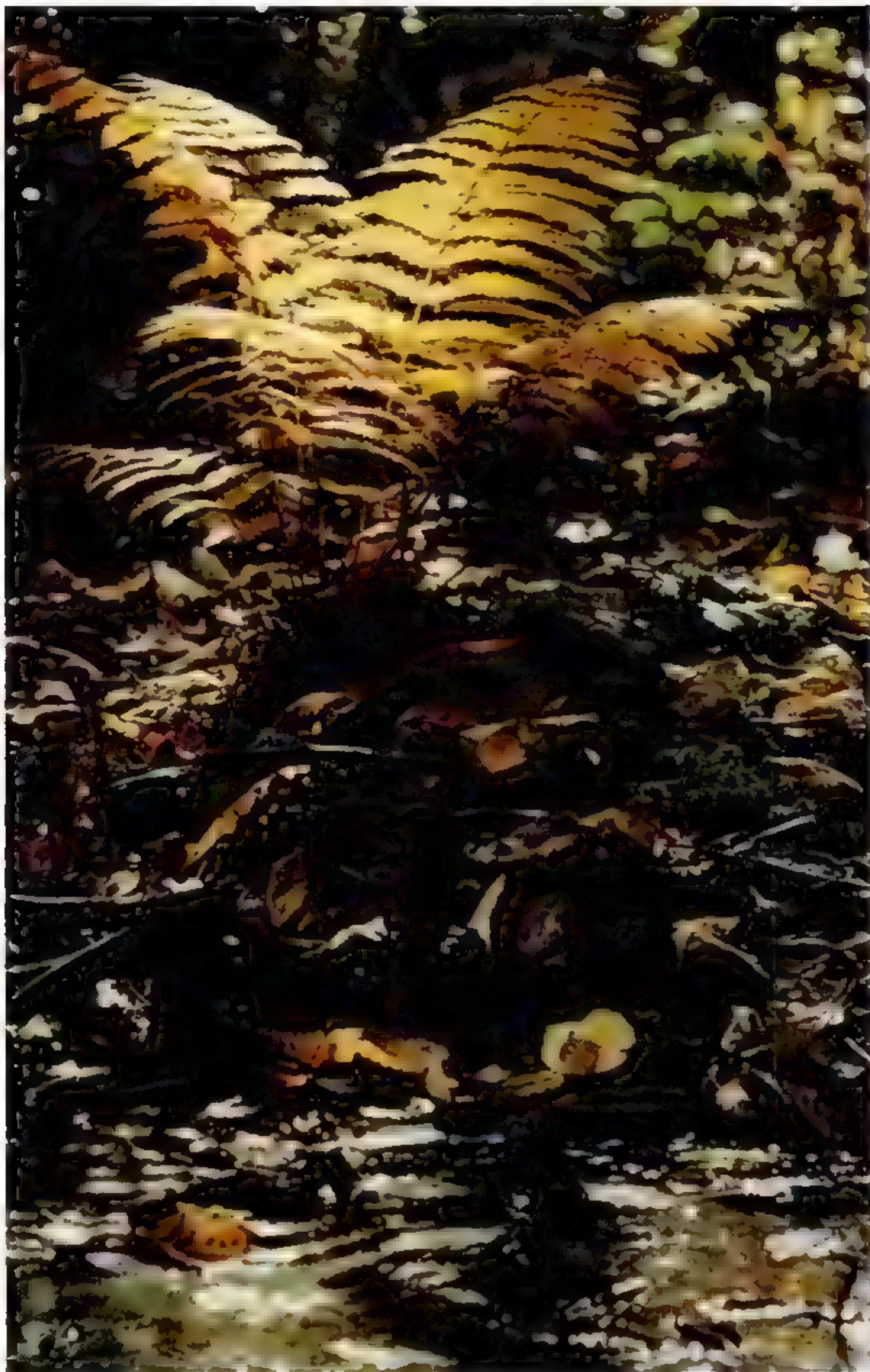


CORN SHED in old barn holds wagonload of feed. On the barn wall is nailed a dead marsh hawk. They are relentlessly hunted though they kill rodents which eat corn.

WHITE FEATHERS of milkweed make a delicate decoration in meadows and fields. Clusters of feathers are blown by wind to carry seeds up and down valley.



CORN SHOCKS dot farm fields on the rolling floor of the valley near the town of Berryville. They are allowed to stand until snow starts, then are fed to the cattle.



BY STAGNANT POOL in forest on the western side of the valley a pale yellow Interrupted Fern is dying while birch and maple trees drop their leaves to the ground.

AN AUTUMN HAZE lies over the mountains (right) which are seen from high on Tanner's Ridge. Growing on foreground slopes are masses of red huckleberry bushes.







MARK TWAIN VISITS THE OLD CROW DISTILLERY

The famous humorist considered Old Crow the aristocrat of bourbons
and went to see for himself how it was made.

OLD CROW

Kentucky Straight Bourbon Whiskey

Through generations past, Old Crow's superior Kentucky quality has won for it the high praise and public recognition of some of America's most celebrated men. Today, you can enjoy that quality in your own type of Old Crow...the lighter, milder 86 Proof or the traditional 100 Proof Bottled in Bond, as you prefer.

"The Greatest Name in Bourbon"

LIGHTER,
MILDER
86 PROOF



BOTTLED
IN BOND
100 PROOF



THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY

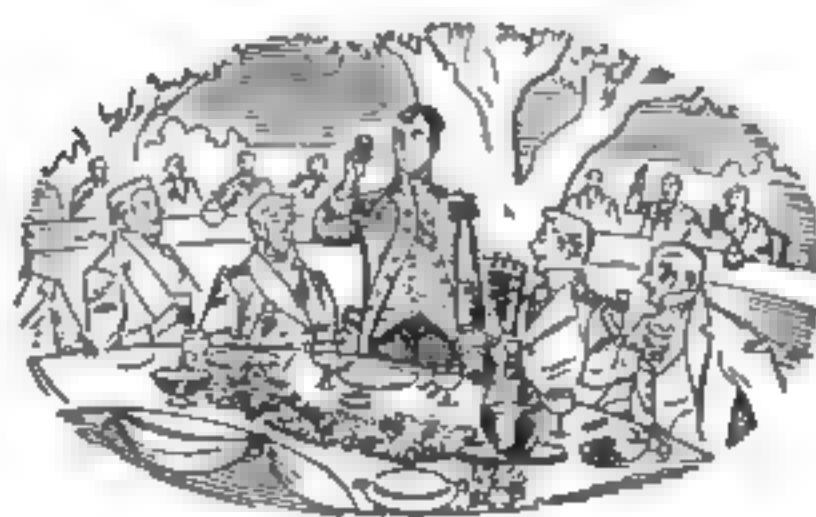
Historic news from Old Crow

"The Greatest Name in Bourbon"

The famous Old Crow Distillery meets the public demand for a lighter and milder prestige bourbon by offering an 86 Proof bottling of the whiskey Daniel Webster called "the finest in the world." It is a companion to world-famous Old Crow 100 Proof Bottled in Bond, but lower in proof and price.

Those of you who have been wanting a prestige bourbon that is lighter and milder in taste than Bottled in Bond can now enjoy Old Crow at 86 proof. And you can enjoy it at a considerably lower price, too, for the resultant savings in Federal excise taxes and other costs are being passed along to you.

★ ★ ★



Lafayette visits Kentucky—home of Old Crow

When you buy Old Crow, you buy America's most historic brand. From



The famous old spring house, Old Crow Distillery

those early days on the Kentucky frontier when Dr. James Crow first lent his

scientific knowledge to the theretofore erratic distilling process, Old Crow has grown up with the nation. By the barrel it traveled to the picturesque ports of the Mississippi (and became the favorite of that river's most famous pilot—Mark Twain)—by the goblet it was raised in tribute to such distinguished guests as the Marquis de Lafayette, and to the performances of the incomparable Edwin Booth—by the demijohn it was recognized as the mark of genteel hospitality throughout the land.

Now, with the historic news that Old Crow is also available in a lighter, milder, lower priced bottling many millions more can enjoy "the greatest name in bourbon." Ask for Old Crow at the proof that best suits your taste—the lighter, milder 86 Proof, or the traditional 100 Proof Bottled in Bond.

NOW—TWO GREAT BOTTLINGS!

86 PROOF *Kentucky Straight Bourbon Whiskey*

*Celebrated Old Crow—lighter,
milder and lower-priced than the
100 Proof Bottled in Bond*

★ ★ ★

BOTTLED IN BOND **100 PROOF** *Kentucky Straight Bourbon Whiskey*

The most famous of bonded bourbons available as usual





ENERGETIC JUMP by Oklahoma's Merril Green enables him to intercept pass as Don Penza, Notre Dame's captain, stands helplessly by. This is hap-

pening with three minutes left to play, a time when the players under the new one-platoon system are supposed to be too tired to do anything but crawl.



TWO BENCHES, called "live" and "dead," are being used to separate the eligible subs from the

A NEW LOOK,

Football is still lively as ever

Half a million people who watched their first college football games of the season last week were agreeably surprised to find the game as slam-bang and spectacular as ever. Warned that the passing of the two-platoon system would cause football to revert to a Stone Age of stagnation, they took delight in seeing fullbacks leap acrobatically for passes and hearing line backers thump into ball carriers. The new rules (LIFE, May 11) state that a player who comes out of the game cannot go back in the same quarter. (Exception: anyone can go in during last four minutes of the second and fourth quarters.) Now, without an endless stream of specialists running in and out, the spectators

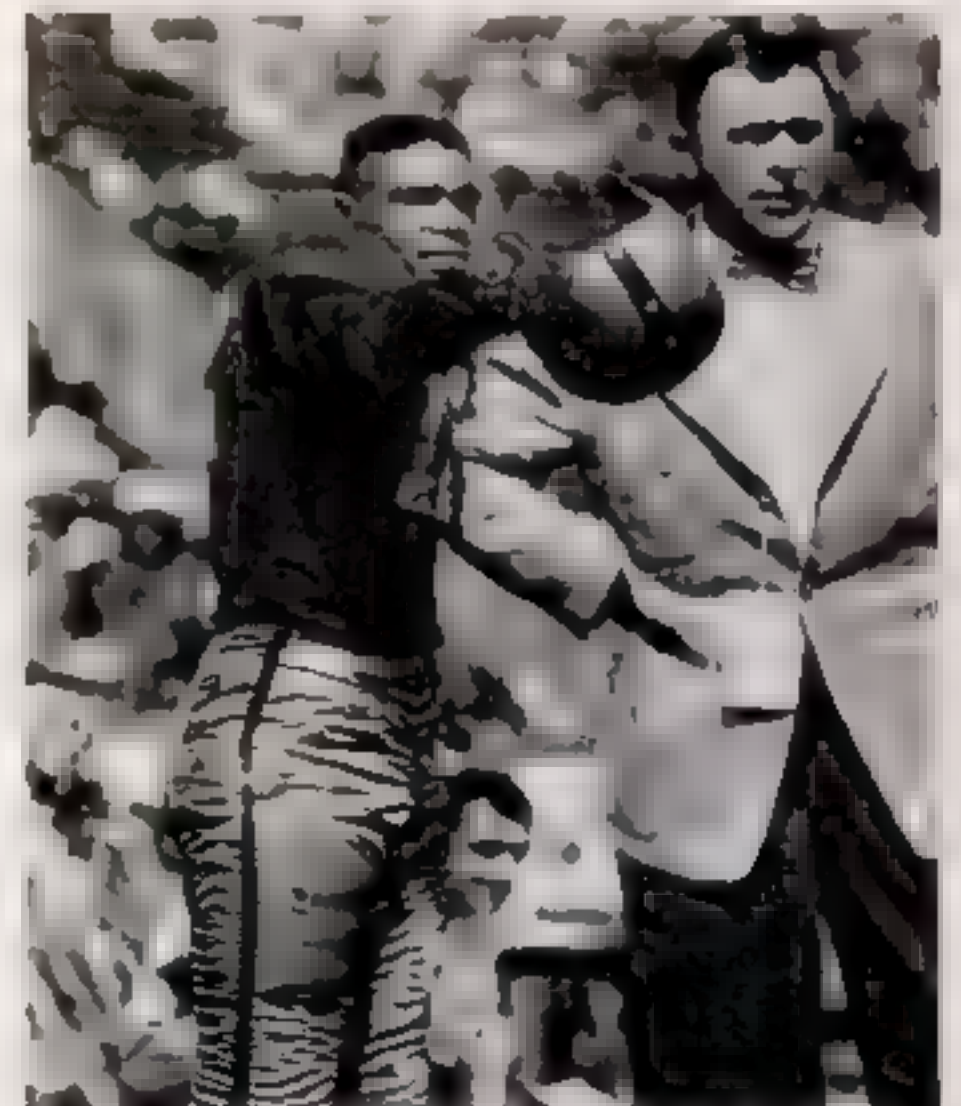
SOME OF THE NEW SIGHTS RESULTING FROM THE NEW RULES



FOUR FINGERS by referee, a new sign this year, indicates there are four minutes left in second or last quarter when all players become eligible again.



SUBSTITUTION CLERK becomes important. Here a Dartmouth student checks players taken out of game so that none go back in before they should.



INELIGIBLE PLAYER, Henry Ford of Pittsburgh, just out of game and not allowed back for rest of quarter, gives coach tips on opponent's play.



ineligible. Here Washington and Lee's dead bench (beyond table) is filled, its live one almost empty.

OLD THRILLS

despite return to one platoon

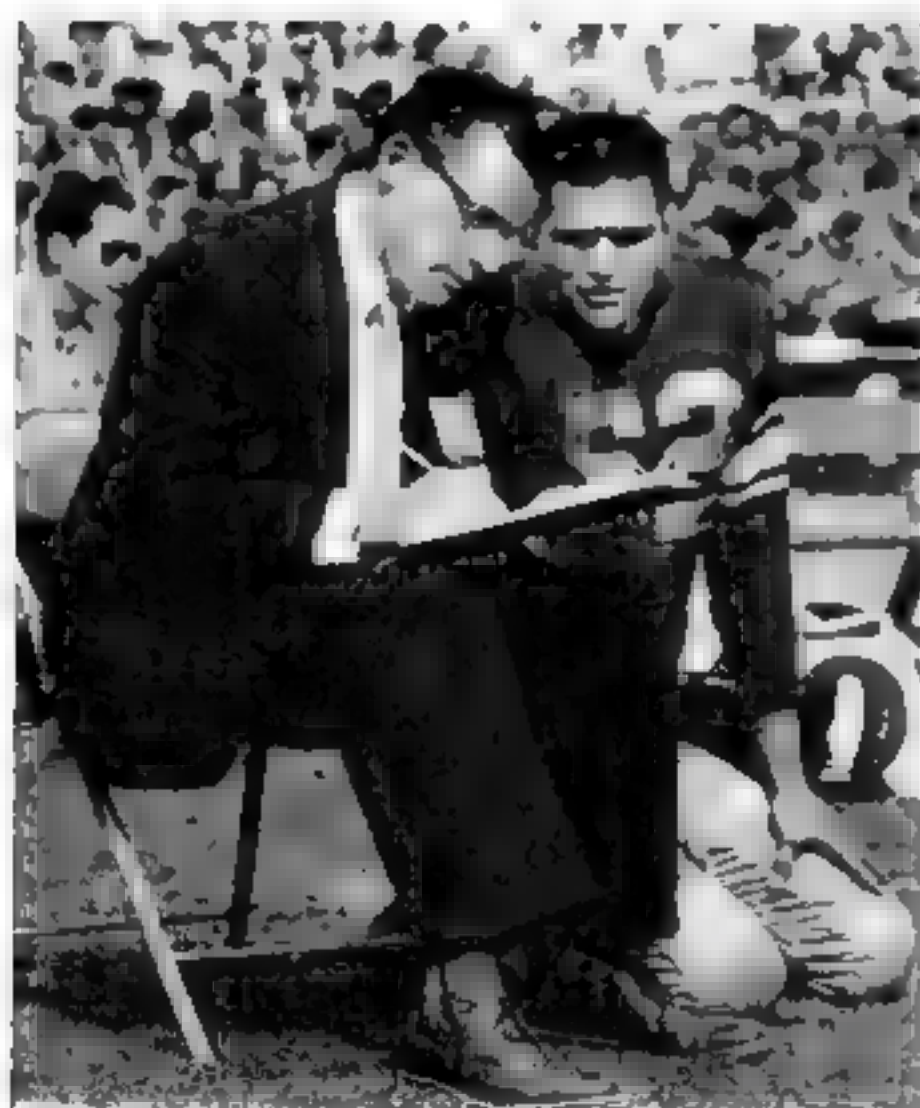
could learn to know the players and keep track of who was playing.

In the day's thriller between Notre Dame and Oklahoma a handful of "iron men" played all but a few minutes in 94° heat. Games everywhere took less time to play, and there was hardly a pause in the action as the ball changed hands. Some of last year's specialists unused to playing all-around football were slow to convert. As a result some small colleges, like Mississippi Southern and William and Mary, who never had the manpower for real specialists and of necessity had always taught their players an all-around game, were able to surprise such first-rate powers as Alabama and Navy.



DENTED HELMET of William and Mary defender shows behind Navy ball carrier Bob Hepworth, and indicates fury of play in game's final quarter. With

Navy's specialists unaccustomed to their new all-around roles, undermanned W. and M. managed to hold Navy to one touchdown and gain a 6-6 tie.



BENCHED HERO, Marvin Goux, first-string line-backer at U.S.C. last year, could not adapt himself to offense and was demoted to third-string guard.



UNIFORMS SUFFER because the players cannot leave game, change a jersey and come back. Here Notre Dame's Neil Worden is almost in tatters.



UNDERDOGS BENEFIT, at least sometimes, by rule change. Here W. and M. coach weeps with joy after tying Navy. "I'm too tickled to talk," he said.



Feed your dog like these Dash-fed champions!

Twin Beagle champions like Ch. Del-Rad Faith and Ch. Del-Rad Hope are rare. Frolicsome, happy dogs like these are the most convincing proof we can offer to show you how well Dash feeds and conditions dogs. Their coats have the true gloss that comes only from robust health. Their steady, hard-to-ruffle dispositions—so important in pets for children—tell you that nerves are sound and well-nourished. Dash will do as much for your dog—and quickly. Feed Dash every day—just Dash—nothing more is needed. Dash is fortified with liver, *the richest of all meats*. When you can help your dog so easily—why not get Dash and get started? The sooner the better!

Dash is fortified with LIVER!

CONTAINS CHLOROPHYLLIN—Stops Doggy Odors



A product of Armour and Company

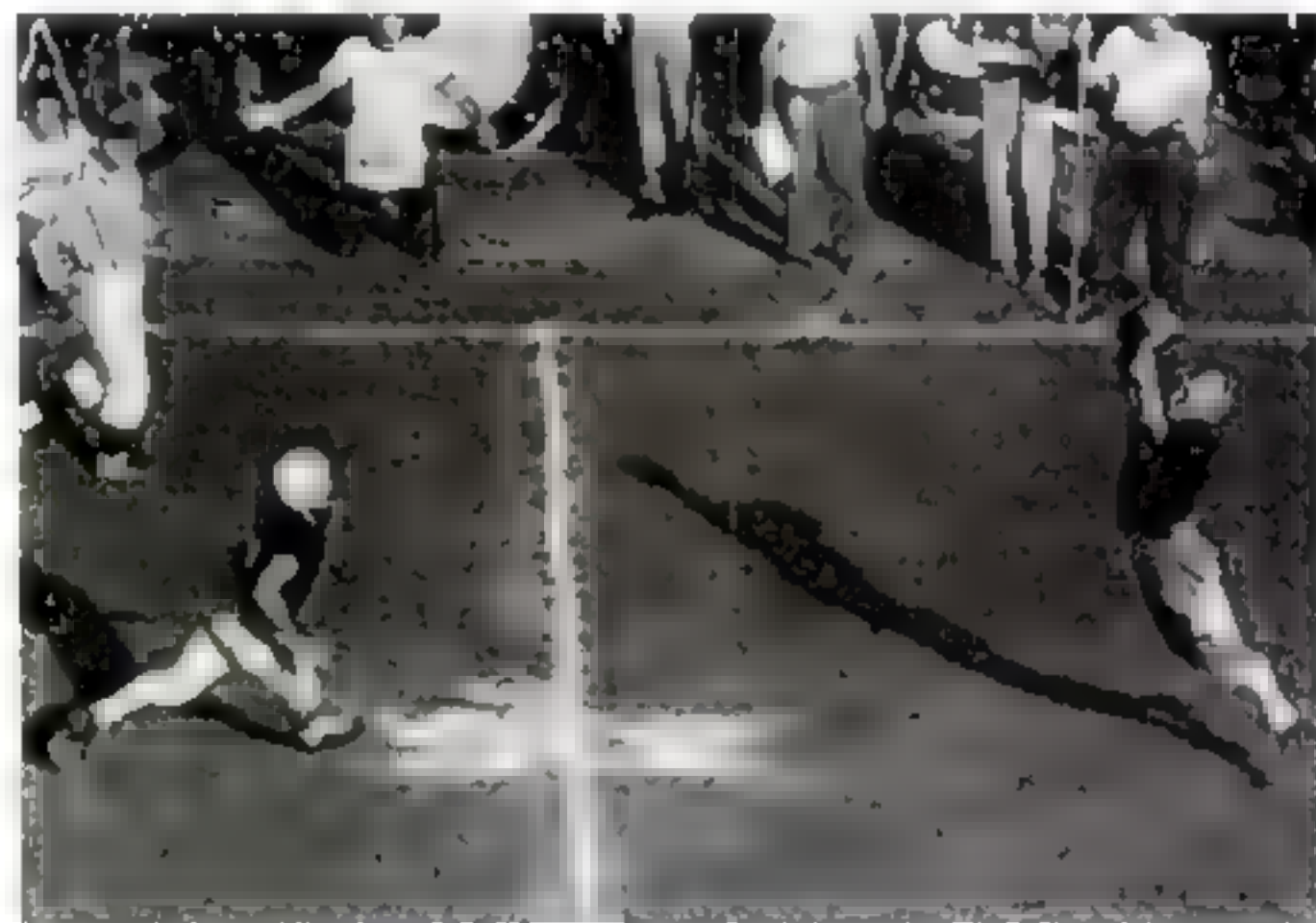
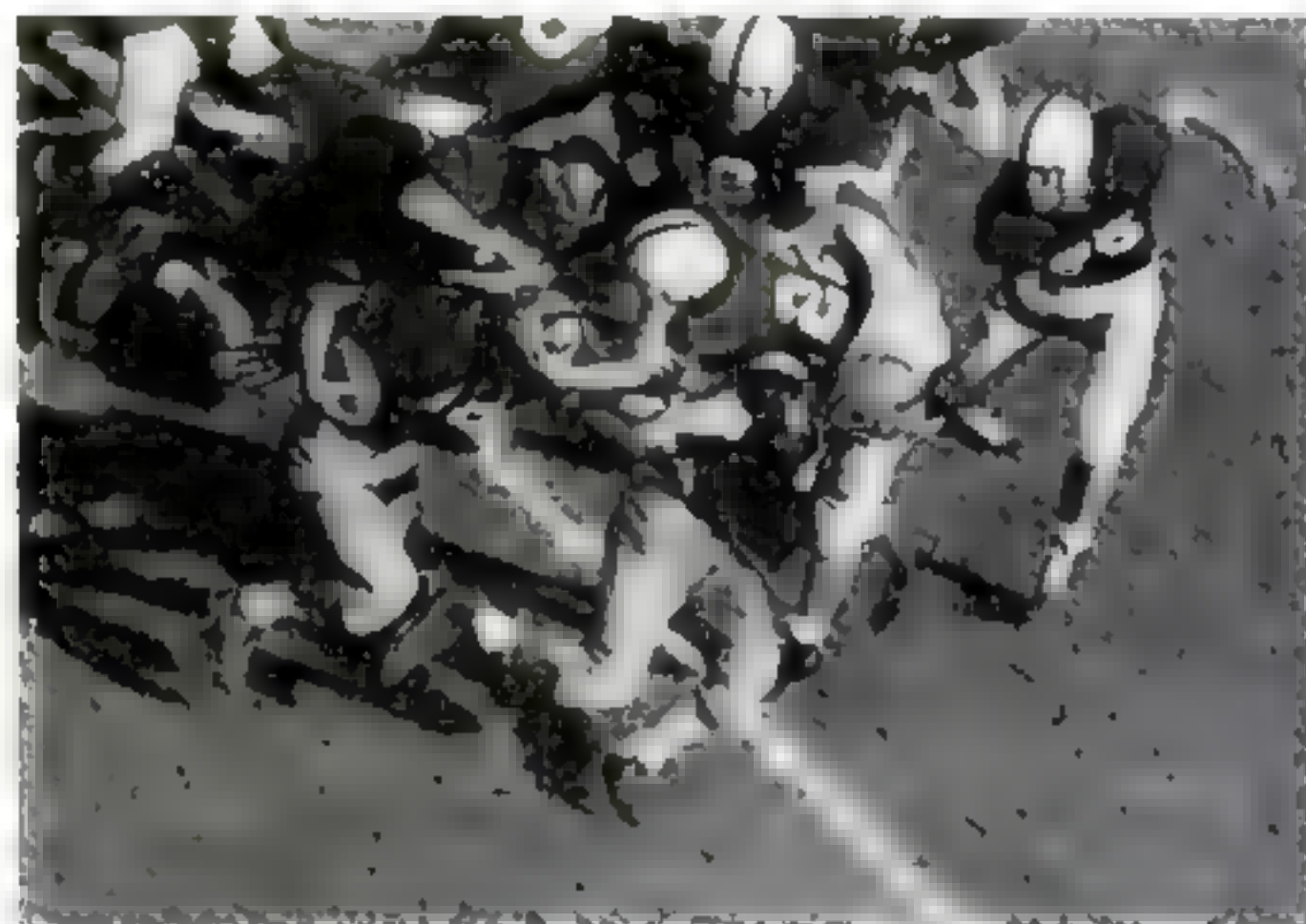
New Look, Old Thrills CONTINUED

NOTRE DAME HAS 'IRON MAN,'



EARLY IN GAME, John Lattner, versatile and tireless Notre Dame halfback, confidently hauls in pass against Oklahoma to set up first Irish touchdown.

IN THIRD PERIOD (below), Lattner blocks Oklahoma's Buddy Leake (22) out of path of teammate Neil Worden (left) who goes over for touchdown.



TWO MINUTES to go (above), Lattner intercepts pass, is tackled by Melvin Brown (left). Last year he played both defense and offense, was All-American.



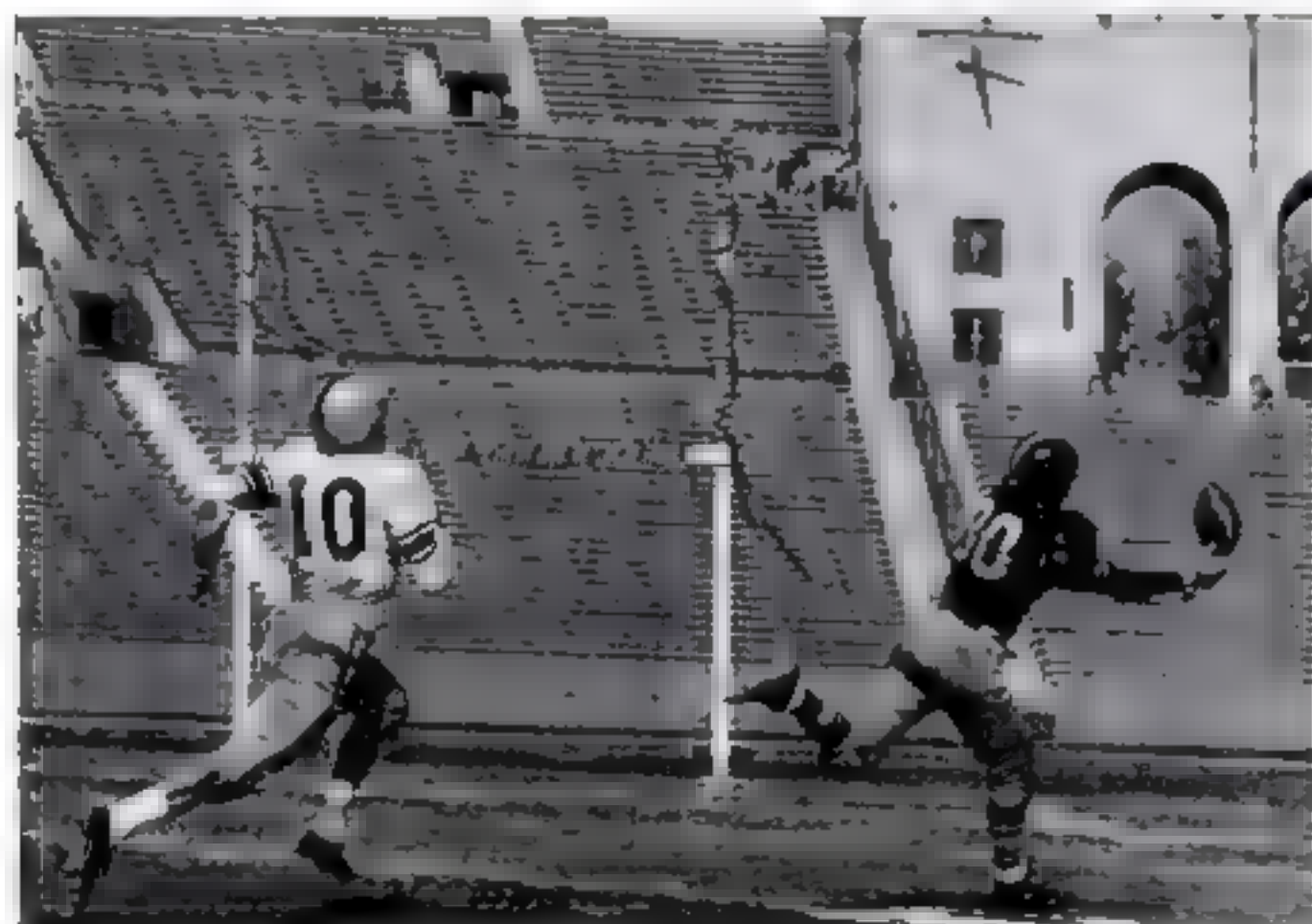
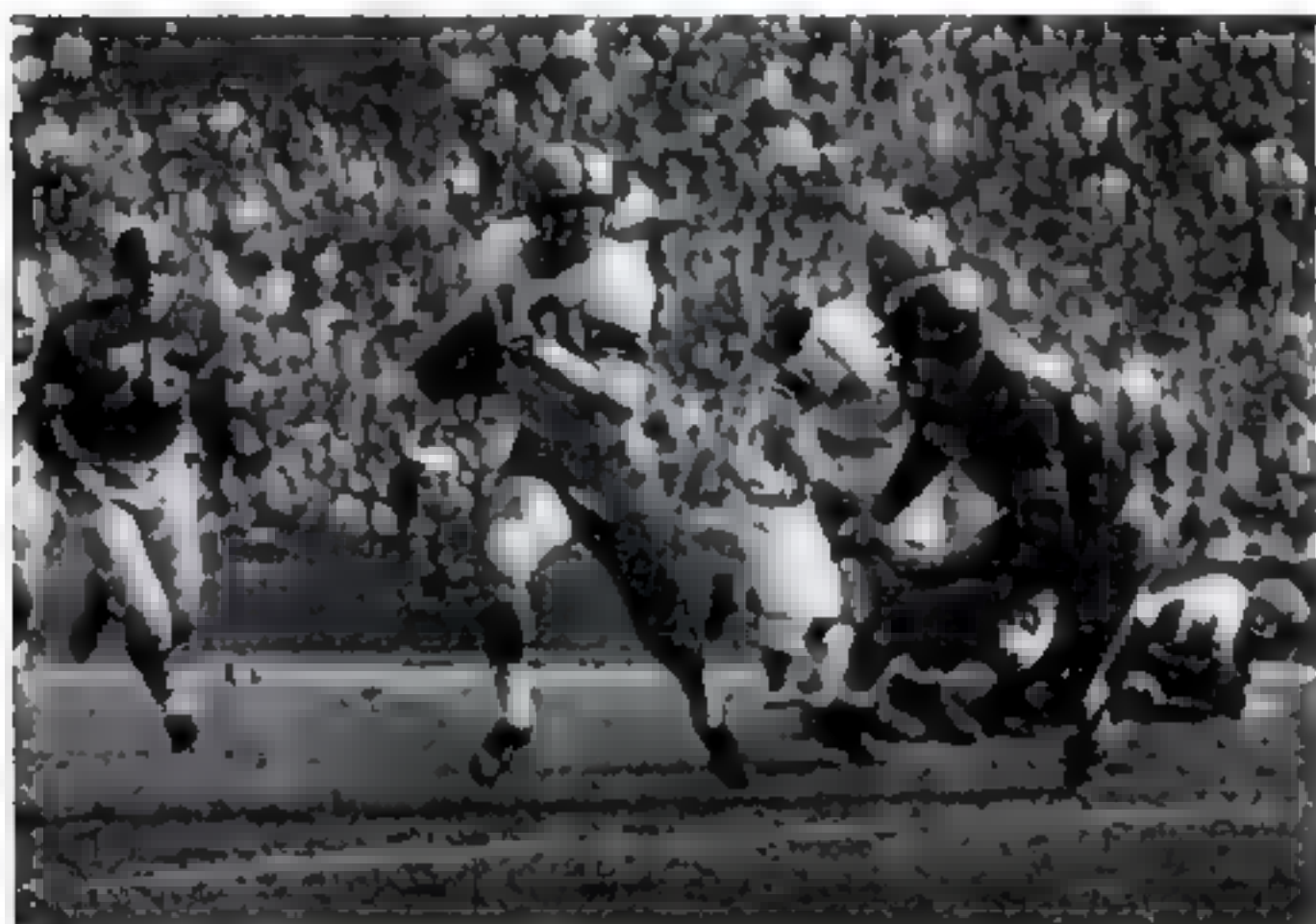
AFTER A HARD GAME under the hot Oklahoma sun, iron-man Lattner injures his leg and is helped off field under the watchful eye of Coach Frank Leahy.

MINNESOTA A ONE-MAN SHOW

PASSING, Paul Giel, talented Minnesota tailback, gets protection as he gets ready to throw the ball in the game against Southern California in Los Angeles.



GETTING LOOSE (below), 185-pound Giel, a brilliant runner, makes an eight-yard gain. One-planet system will build up individual stars like Giel.



GETTING CAUGHT on defense (above), Giel lets U.S.C. receiver get behind him. Goat as well as hero, Giel's errors led to both of U.S.C.'s touchdowns.

EXHAUSTED after 67-yard run which set up Minnesota's only touchdown, Giel on sidelines puts ice pack on his head. He played 53 minutes.

CONTINUED ON NEXT PAGE

NO MORE FLAT TIRES

THE GENERAL TIRE



PUNCTURE-SEALING

SAFETY TUBE

- Prevents punctures because it seals as it rolls.
- Safer—absorbs shocks. Protects against blowouts.
- Adds security for women drivers.
- Retains correct pressure. Aids tire mileage.
- Cool running. No internal heat.
- 100% natural rubber. Outwears several casings.

SEE YOUR GENERAL TIRE DEALER

NEW CHRIS-CRAFT TRAILER



New Chris-Craft 14-ft. Land Cruiser Kit, completely assembled (plus tires)

ASSEMBLE IT YOURSELF

NOW, a great, new kit gives you tremendous savings on a wonderful mobile home! Assemble this beautiful, new Chris-Craft Land Cruiser and SAVE up to 1/2 in price alone! Packaged shipment saves you even more on high delivery charges! And when your Land Cruiser is completed, you'll enjoy the fun of traveling without costly expenses! Kit includes highest quality materials—sturdy steel chassis; accurately pre-cut wood parts; aluminum covering with pre-welded roof seams; aluminum ventilating windows with screens; aluminum, electrically welded, insulated, piano-hinged door, including lock and key; illustrated instructions. EASY to assemble with household tools! Room for double bed, dinette, stove, refrigerator, storage space. Mail coupon today for full data! Buy NOW!

(Kit prices quoted f.o.b. factory, subject to change without notice.)

DEALER INQUIRIES INVITED

Chris-Craft
CHRIS-CRAFT CORP., ALGONAC, MICH.
WORLD'S LARGEST BUILDERS OF MOTOR BOATS

CHRIS-CRAFT CORPORATION
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FREE!

Please send Land Cruiser Kit information to:

Name _____

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Shave like you never shaved before!

PAL
HOLLOW GROUND
Your best blade buy!

BECAUSE THEY
SHAVE YOU BETTER • COST YOU LESS • LAST LONGER

DOUBLE EDGE

4 for 10¢

Or Dispensers
10 for 25¢ • 21 for 49¢ • 44 for 98¢

SINGLE EDGE

INJECTOR

20 for 59¢

10 for 39¢

New! Sensational Razor!

Makes other razors old-fashioned

New! Automatic Blade Feed

New! Tested Shave Angle

New! Non-slip Grip

New! Finger Guide

New! Longer, Balanced Handle

Get one today—use it tomorrow
enjoy it for life!

PRECISION
PRODUCTS

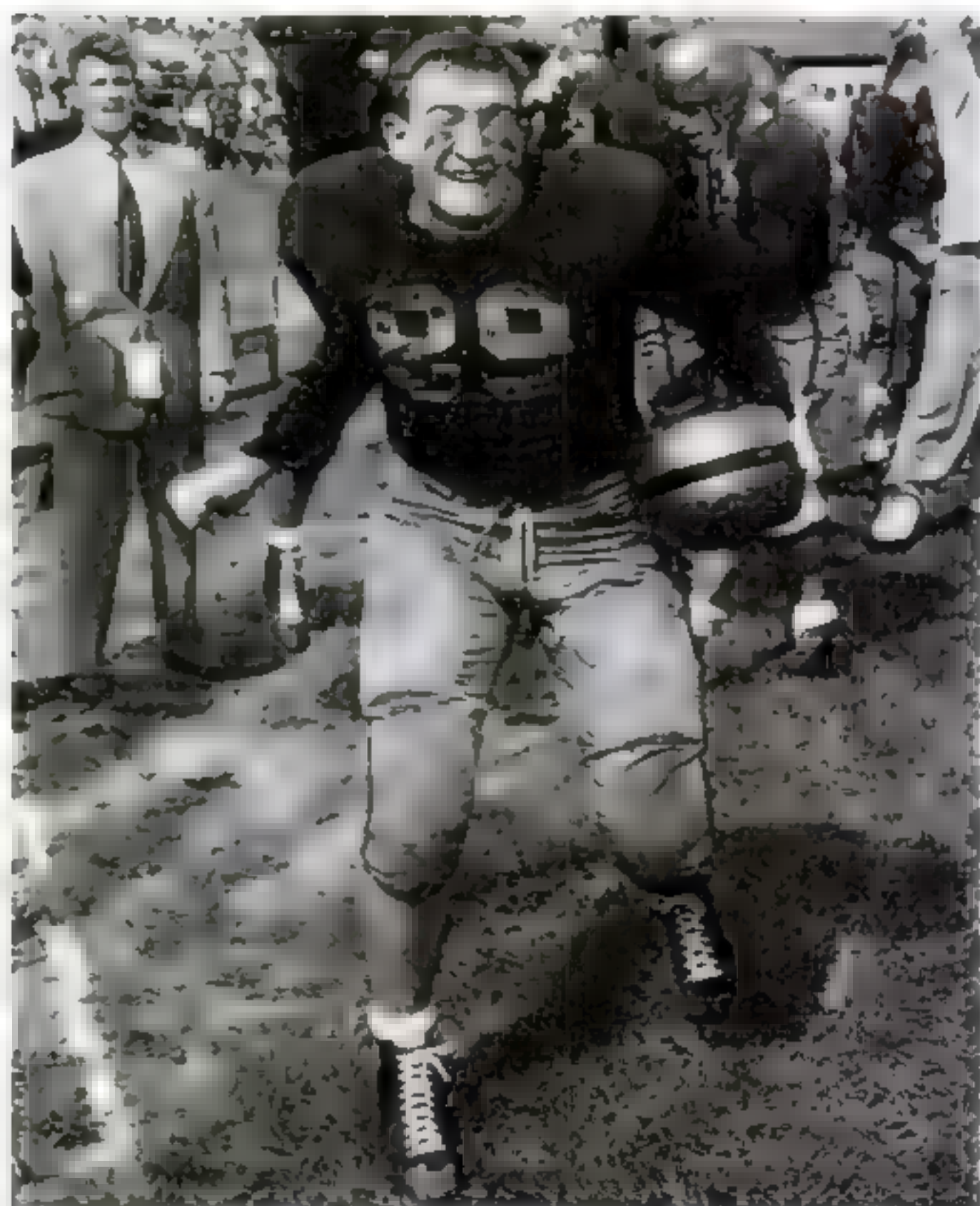
PAL INJECTO-MATIC RAZOR

AMERICAN SAFETY RAZOR CORP. • Brooklyn 1, N. Y.

WITH 10
BLADES
89¢

New Look, Old Thrills CONTINUED

PITT'S CAPTAIN SITS ONE OUT



A CONVERTED SPECIALIST, Dick Deitrick, Pittsburgh's right end and captain, watches second team stop West Virginia's end runs (top), complete a long pass (center), then push over the tying touchdown (bottom). A star on offense last year, Deitrick has not quite caught up on defense. Pitt lost 17-7.

CONTINUED ON PAGE 152

Now... Millions of Americans Don't Suffer when Acid Indigestion Strikes

...because They Always Carry This Wonderful Relief

No matter *who* you are... or *where* you are... there's no need today to suffer when acid indigestion strikes. Just remember—gas, heartburn, sour stomach, and the full feeling due to excess acid, are quickly, almost instantly, relieved when you neutralize excess stomach acids with wonderful little TUMS.

TUMS is a remarkably tasty, harmless little tablet that you eat like candy whenever you feel the first signs of acid indigestion. In fact, millions of people often take TUMS after eating or drinking or smoking on an empty stomach.

Many people have abandoned the hazardous, excessive use of baking soda or "bicarb". And TUMS are guaranteed to contain no soda of any kind.

People in all walks of life depend on TUMS to keep them free from the pain or discomfort of excess stomach acid. And without any fear of laxative action to worry them when they're out in public. No water or glass needed. No mixing or measuring with wonderful little TUMS.

Yes, TUMS is the best and handiest little friend American tummies have ever had. They do not distend the stomach with gas... do not over-alkalize or cause acid rebound. TUMS cost only a dime for a whole roll.

And you couldn't buy safer, quicker, more wonderful relief for a ten dollar bill.

People all
over the Nation
carry Tums as
faithfully as
they carry
their keys!



WHO'D BELIEVE THE GROOM'S STOMACH
WAS IN KNOTS ONLY AN HOUR AGO

TUMS *for the Tummy*

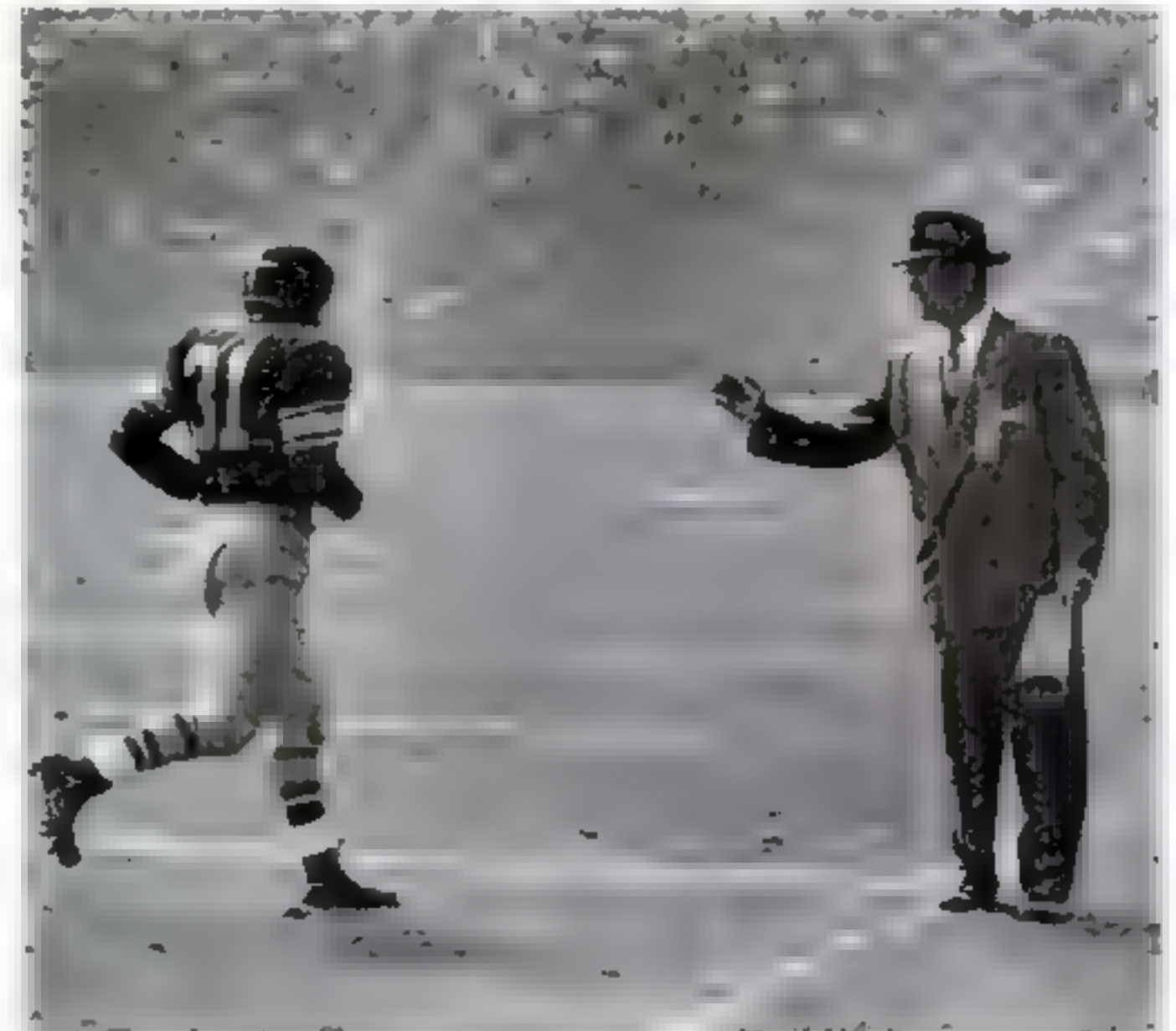
THROWBACK TO THE OLD ORDER



PLACE KICKER Sam Tsagalakis of U.S.C. revives days of specialization as he carries his kicking board and hopes of Coach Jesse Ihli into the game.



THE BOOT from Minnesota's 20-yard line is good for three points. But under the new rules man he replaced was not eligible to rush back into game.



MISSION COMPLETED, Sam trots off field. When U.S.C. scored touch-down a few minutes later he was ineligible to go back in and try for extra point.

For men only!

A NEW, NON-STAINING **BATH TALC**
THAT'S SCENTED JUST RIGHT
FOR A MAN!

ONLY
59¢



WHAT MAN wants a bath talc perfumed for women . . . or babies —? Now you needn't dust your body with such things . . . nor stain your clothes with a tinted *after-shave* talc, either. Here at last, is a *white* bath talc with just a trace of a scent that's suited to a *man*! Try it!

P.S.

For your face, of course, famous neutral-scented Mennen After Shave Talc for Men.



Also available in Canada

MENNEN BATH TALC FOR MEN

For Thrilling
GROUP Trips to the
Big Events of Fall

CHARTER A GREYHOUND

● It's more fun to get your club, church, fraternal or business group all together, on a Chartered Greyhound bus! You have your own uniformed driver, travel straight to the doorstep of your destination, return whenever you wish. No driving strain, no parking bother.

FREE! CHARTER BUS BOOKLET
Mail to Greyhound Charter Service, 71 W. Lake St., Chicago 1, Ill., for full details on low-cost charter trips.

Name _____
Address _____
City & State _____ L-10-62

headed right
hatted right

in the

"New Slant"



by **PORTIS**

Here is a hat you will enjoy wearing from the moment you try it on. Smart proportions and skillful styling make you look and feel better than any other hat you've ever worn.

\$7.50

Other PORTIS Hats \$5 to \$20

AMERICA'S BEST HAT VALUE

At better stores or write

PORTIS HATS CHICAGO 10 ILL



To Mother... with Love

*Whether you live in a big, big house
Or a house that's very small,
As long as mother's in the house,
Size doesn't matter at all!*

*She's the one person in all the world
Whose place can't be filled by another.
For no one loves you or understands
In quite the same way as mother.*

*To help your family
stay happy and healthy*

Give them the extra protection
of delicious Hot Ralston Cereal...
choose Instant or Regular...
either one supplies needed proteins,
minerals and more of the protective
B vitamins than any other
leading whole-grain wheat cereal.

Quickest Cooking of
All Hot Cereals...



Extra Economical
for Large Families

NO OTHER CEREAL GIVES YOUR FAMILY ALL YOU GET FROM GOOD HOT RALSTON

RALSTON PURINA COMPANY, St. Louis, Mo.



What kitchen wouldn't look bigger, airier, smarter with "Jackstraw"? See how those narrow strips of color draw your eye across the floor, widen the room. Visualize the decorator possibilities—4 different colors in each "Jackstraw" pattern to pick up in accessories. And remember: "Jackstraw" is a

quality linoleum—resilient, long-wearing Gold Seal Nairn Inlaid Linoleum—the *only* linoleum that comes with its own lining felt attached. For a handsome, professional installation—take your room measurements to your Gold Seal dealer today! "Jackstraw" linoleum for a 9' x 12' kitchen costs only about \$35.

4 ways to do your kitchen with inlaid linoleum...



Express *your* ideas with "Fashion-Floor." The yellow insets could be any color, any shape. This is just one of the many ways your Gold Seal linoleum dealer can create a design that's as personal as your thumbprint.

On the wall: "Smart" Redvine" Congowall in the dinette. Daystrom Furniture.



Like the colonial look? Then choose the "Fashion-Plank" pattern. It's copied from a 1790 plank floor, even the butterflies and dowels are faithfully reproduced. This Gold Seal Nairn Inlaid Linoleum also comes in wood-brown.

On the wall: Congowall enamel-surface wall covering in the "Ivy" design.



No matter what your kitchen is—modern, Provincial, or in-between—you can use "Classic" on the floor. It's the Gold Seal Nairn Inlaid Linoleum that's styled to meet any decorative theme. Also keyed to green, brown, yellow.

On the wall: "Mar-Glo" Congowall. In the dinette: Daystrom Furniture.

The nicest things happen



Everything wonderful you've heard about vinyl is built into Gold Seal VinylTile. Nothing you're likely to spill on it stains it—from grease to drain cleaner, from bleaches to acids. It never needs waxing for protection against wear, though a now-and-then coat gives it mirror-brilliance. You can lay it

yourself, you can clean it with a damp mop, you can even put it on your walls. (And match it exactly with Gold Seal VinylTop.) It comes in lighter, lovelier, striated "Bermuda Hues" and in deeper marbled colors. It's a bear for wear, yet handsome Gold Seal VinylTile costs only about 19¢ per 9" x 9" tile.

4 ways to do your home with tile . . .



Here's one of the quietest, most comfortable floors you can walk on: Gold Seal Rubber Tile. It comes in 10 of the clearest, truest colors ever—marbled to hide foot-marks. It costs about 30¢ per 9" x 9" tile, 3/32" thick. On the walls: Handsome "Marine Garden" Congowall®



Here's the ideal tile for basements: Gold Seal Asphalt Tile. Its smooth, long-lasting surface takes anything from a teen-age dance to mom's laundry in its stride. It's thrifty, practical and unaffected by dampness. Choice of 23 colors. Costs only about 14¢ per 9" x 9" tile, 1/8" thick.



Gold Seal Ranchtile is the *only* inlaid linoleum tile that's developed, proved and guaranteed for installation over "on-grade" concrete floors, even with radiant heating. Its textured design is highly modern. It has every advantage of linoleum, and costs only about 20¢ per 9" x 9" tile.

when you choose **GOLD SEAL**  **Floors and Walls**

The Gold Seal is your guarantee of satisfaction—or your money back. For the name of your nearest Gold Seal dealer, see your classified phone book.

CONGOLEUM-NAIRN INC., Kearny, N. J. © 1953



DINING OUT, painted especially for Ballantine Beer by Frederick Schel

It's fun to eat out for a change;
Gets Mother away from the range.

The lobster is wonderful here;
And so is their icy-cold beer.

It's Ballantine Beer we like best,
It passes the tough icebox test.

Deep-brewed to be iced as you will,
Here's flavor that chill cannot kill!



BALLANTINE BEER

— with the Flavor that chill can't kill !



P. Ballantine & Sons, Newark, N. J.

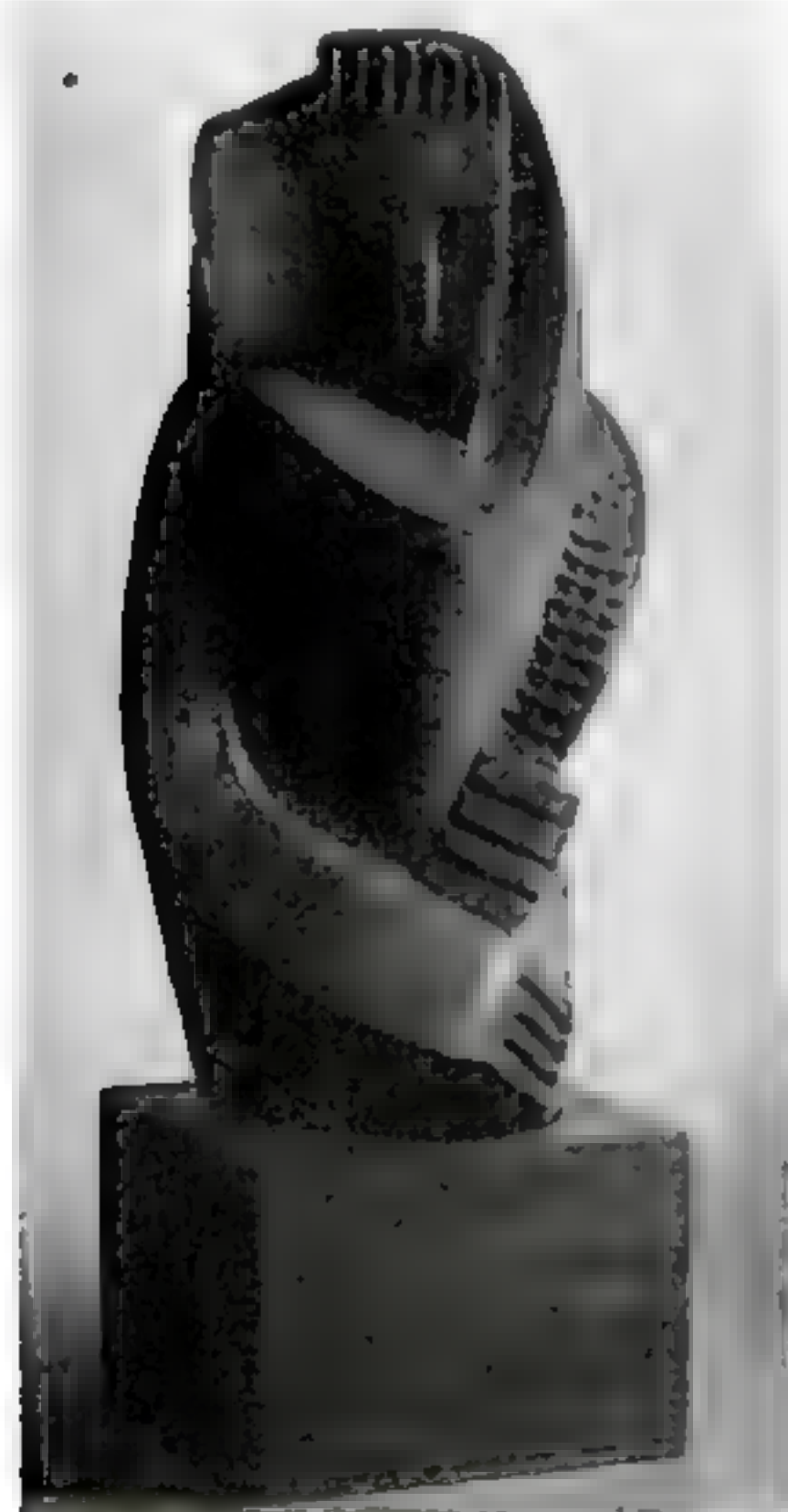


IN AN ATTIC STUDIO SISTER THOMASITA CHIPS AWAY AT A NINE-FOOT WOODEN FIGURE OF CHRIST ON THE CROSS, WHICH SHE IS FINISHING FOR A CHURCH

Modern Art by a Nun

HER STATUES SELL FAST

Within the past five years, a gentle nun of Milwaukee has become one of the best known and fastest selling artists in the Midwest. She is Sister Mary Thomasita, a sculptor who has turned her talents to creating a distinctively unorthodox art for the Church. A graduate of the Art Institute of Chicago and now a teacher at Milwaukee's Cardinal Stritch College, Sister Thomasita spends most of her time teaching classes in art or lecturing to housewives on interior decoration. But her spare time is devoted to carving giant crucifixes, making ceramic images of the Stations of the Cross, even molding symbolic designs on silver wedding rings. Although her stylized modern sculpture prompts occasional protests from Church officials, Sister Thomasita is besieged with commissions for her religious art. This fall an exhibition of her work is going on a Midwest tour.



GOOD SHEPHERD, carrying sheep, was modeled in simplified forms to create tight design.



CALM CHRIST consoling the Three Marys is ceramic portrayal of Eighth Station of the Cross.

With Warner's wonderful secret panels,
suddenly, where you were



At the nicest stores here and in Canada.

SLIGHT OF HAND! Warner's original "Royale Highness" in blitheweight power net and rayon satin elastics (it made slimming so easy, a whole family got into the act). The front and back panels pat you sleek and smooth, use just enough pull to firm where nature's relaxed. In white only... #813... \$12.50.
 Warner's shapely petal-cup bra—in nylon, #2299... \$3.95.

THE TOP FOR SLIMMING! A new version of Warner's Sta-Up-Top—with tapered tension so it looks and feels better than ever! Rising about 3-inches on this "Royale Highness" in lacy but determined Leno—with hidden side panels, front and back panels of rayon satin elastic. White only, #883... \$25.00.
 Warner's cotton bra with French-stitched cups, #2076... \$2.25.

.....you 'AINT

A fabulous disappearing act! Even the smartest girls will be taken in—and how they'll love it under stem-slim sheaths, jerseys that cling to every curve.

The secret—belongs to a family! Warner's new "Royale Highness" girdles, designed around the most talented panels. Hidden away or right in sight, they lift you airily, get you down pat—do away with inches!

Only Warner's could turn the trick so smoothly, just ease you in all the way up—sometimes with a gentle assist from the world-famous Sta-Up-Top.

Now, why not get into the act yourself—in the loveliest way! Look for Warner's "Royale Family", nine styles in all, one just right for you.



WARNER'S

REG. U. S. PAT. OFF.

Bras • Girdles • Corselettes

PANEL ON PANEL to hold the loveliest line! Warner's new "Royale Highness" with a smoothing front, hidden side panels to draw you up and in. On top of all this: it fits 3½-inches above the waist for marvelous midriff control. In Leno and rayon satin elastics. White only #663 ... \$16.50.

Warner's cotton bra with a stay-put band, #2129 ... \$2.95.

YOU'LL BE TAKEN IN COMPLETELY—for slim-hipped skirts and sheaths! In Warner's "Royale Highness," a four-section girdle in dainty Leno—the front, back and side panels of rayon satin elastic. Fitting about 3½-inches above your waist. In white ... #773 ... \$18.50. Pantie, #995 ... \$22.50.

Warner's divinely stretchable A'Lure bra, #1045 ... \$3.95.



THEATER

New Orleans Dolls Up for 'Kind Sir'

MARTIN, BOYER TEST PLAY
WITH TOP ADVANCE SALE

The theater season's first big event took place two weeks ago, not on Broadway, but in New Orleans. It was a tryout of *Kind Sir*, a comedy by Norman Krasna, which costarred Mary Martin, America's most lustrous musical comedy queen, and Charles Boyer, the illustrious Hollywood lover. New Orleans hospitably gushed over to welcome its first pre-Broadway tryout, and especially to greet Director-Producer Joshua Logan who grew up in Louisiana. For the gala opening both the town and the townspeople were all dolled up. Big signs told Logan he was welcome and pink satin programs were bestowed upon the entire audience.

Kind Sir, which gives Mary Martin her first role since *South Pacific* and the first nonsinging role she ever tackled, makes it clear she doesn't have to sing for a living. She is charming as Jane Kimball, a famous star who has been too busy acting to fall in love. In Act I she meets Charles Boyer who confesses he is already married. In Act II she loves him anyway. In Act III she is furious—most of the time. *Kind Sir* is pleasant entertainment that will benefit by the polishing it will get before it hits Broadway in November. A \$750,000 advance, record for a nonmusical, already has the show three quarters sold out for its season's run.



BOYER PERSISTS in kissing Mary Martin, though she is smoldering with anger because he wronged her.

←MARY RESISTS after his kiss, uses her tricks as an actress to convince him she has headache.

CONTINUED ON NEXT PAGE



AFTER OPENING guests had creole gumbo at small hotel. Mary Martin (center) stands between

Margalo Gillmore (right) and (left) Jinx Falkenburg, Main Bocher. Beyond, gesturing, is Logan.

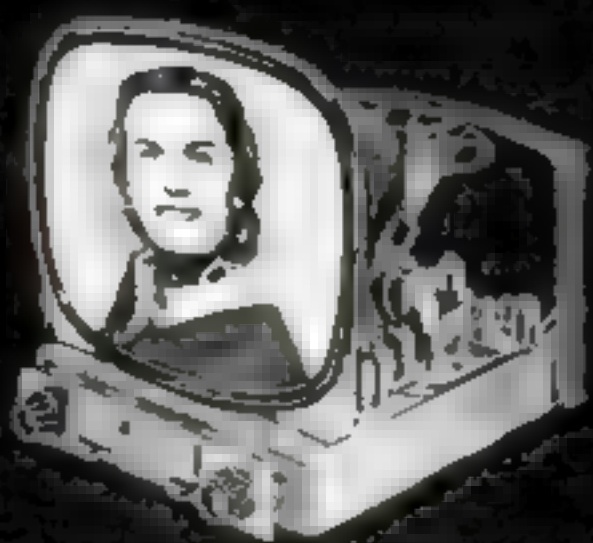




Best... Big Picture TV STEWART-WARNER

Enjoy the finest picture of all—big 24-inch screen Stewart-Warner TV with the sensational new THUNDERBOLT Chassis... exclusive Unit-Assembled circuits... stepped-up power for the most amazing picture in TV! Plus Full Coverage of both U. H. F. and V. H. F. ... tilted control panel for easier tuning... a magnificently styled console finished in lustrous Blonde Oak or lovely Mahogany. Other decorator styled models in 21", 27" screen sizes.

Exclusive THUNDERBOLT Chassis gives you the sharpest, steadiest picture you've ever seen... stepped-up power for matchless reception and trouble-free performance. Ask your dealer for a demonstration.



YOUR THEATRE OF THE WORLD

Stewart-Warner Electric, Chicago • In Canada: Belleville, Ontario

© 1953



CONTRITE. Jane begs Philip to forget she has just asked him to get a divorce and marry her. He has previously told her he can never leave his wife.

JANE, HER MAID AND MAID'S HUSBAND REHEARSE A SCENE IN WHICH,



Copyrighted material



ANGRY upon hearing Philip has deceived her, she plots dire revenge to the consternation of sister (Dorothy Stickney) and her spouse (Frank Conroy).

TO TORMENT PHILIP, THE HUSBAND WILL POSE AS JANE'S SECRET LOVER



CONTINUED
ON NEXT PAGE



ARTHUR GODFREY says:

Let Halloween fun remind you
It's "Kleenex Tissue Time"

Listen to
ARTHUR GODFREY TIME,
daytime program,
CBS Radio-TV



LITTLE
LULU
by Marge



Meet "the tissue
that meets you
halfway"
displayed at your
favorite store today!

KLEENEX—T.M. REG. U.S. PAT. OFF. © INTERNATIONAL CELLUCOTTON PRODUCTS CO.



IS YOUR RADIATOR READY?

See Your Mobilgas
Dealer and Find Out

with a **Mobil
Radiator
Check**

Don't take chances! Your Mobilgas dealer is ready to check your radiator... protect your car for winter weather with Mobil Permazone or Mobil Freezone. Stop at the Sign of the Flying Red Horse.



Mobil Permazone—Won't evaporate or boil away. One filling lasts all winter in watertight cooling system.

Mobil Freezone—Economical, long-lasting. Guards against rust and corrosion.



SOCONY-VACUUM OIL COMPANY, INC., and Affiliates;
MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.




A CLIMAX OF CONFUSION ends the comedy as Jane carries out her plot to humiliate Philip. When he shows up for his midnight rendezvous, the supposed admirer (Robert

Ross) gets scared and cowers under the piano. What angers Philip is the fact that the interloper is not only stealing his sweetheart, but is also wearing his dressing gown.



CURTAIN CALL on opening night had Director Joshua Logan, after introducing Playwright Krasna (right), urging the audience to applaud the local theater manager. Official

and unofficial visitors crowded over the footlights to present the stars with garlands and bouquets, and the audience pelted the performers with hundreds of nosegays.



Ode \$3.50

Ravel \$3.50

Esprit \$4.00

Barcarole \$5.00

Crescendoe
Gloves by Superb

More for your money in the world's most beautiful gloves because Crescendoe's exclusive leather-tailored Wonder-Fabric is shrinkproof. They soil less, wear longer. From 2.75 to 7.50. Watch your local newspapers for where-to-buy information.

Guan

New RCA Victor Television with Rotomatic Tuning

CLICK—there's your station!



More to see ...





.. and less to do!

ROTOMATIC TUNING brings you these two great RCA Victor advances: the new ROTOMATIC tuners and the famous MAGIC MONITOR circuit system. Together they bring you TV clearer than you've ever seen—all *automatically*!

There's more to see—far more detail—

wherever you live! Amazing depth and clarity over the *entire* screen.

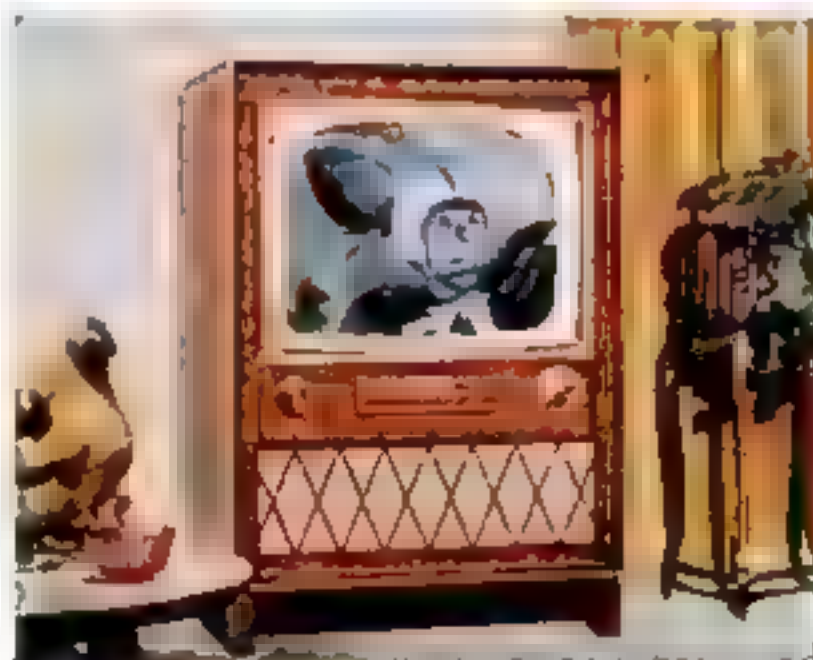
And less to do—less dialing. With new ROTOMATIC TUNING *every station is pretuned on target* . . . "locks into place" at one **CLICK** of the dial. The *action's* on the screen, you take it easy!

Less adjusting too—RCA Victor's own MAGIC MONITOR circuit system *automatically* screens out interference, brings you finest "Golden Throat" sound.

For UHF, choose ROTOMATIC UHF-VHF tuner, or on lower-priced sets, *manual* UHF tuner (both optional, extra cost).



Chadwick. 21" TV full-door Empire console. Mahogany, walnut finish. 21T375, \$499.50



Fort Knox. Low-cost 21" TV. Grained mahogany finish (grained oak extra). 21S367, \$329.95



Newport. 21" TV Deluxe—extra power! Natural walnut, lined oak finish. 21D378, \$495.00

Prices shown are suggested list, and subject to change without notice. Slightly higher in far West and South.

See the RCA Victor Show over NBC-TV, Friday, 8 pm, EST.

See your RCA Victor dealer now for the sets that do more for you and do it better. And ask him about an RCA Victor Factory-Service Contract . . . available only to RCA Victor TV owners in all principal TV markets.

Every year more people buy **RCA VICTOR** than any other television

Trks. ©

Division of Radio Corporation of America



the big sweet ones

with the thin skins

We don't approve of this honey bear's manners, but we know why he's so eager to get at those big fellows. Our carefully selected seed is planted in specially prepared soil. The peas grow to full size while still tender, thin-skinned babies. Then they're *picked and packed at the fleeting moment of perfect flavor*—that magical moment of sweetness that comes just once to every pea. Add a little Green Giant sweetness to dinner tonight.



GREEN GIANT PEAS

BRAND



BESIDE SHACK IN WHICH 26 PEASANTS LIVE, SORE-EYED CHILDREN LOOK UP TO COMMUNIST PELLECEER WHO TELLS PARENTS, "I WILL SEE THEY GET MEDICAL ATTENTION"

THE RED OUTPOST IN CENTRAL AMERICA

Guatemala's Communists thrive under fellow-traveler government

PHOTOGRAPHED FOR LIFE BY CORNELL CAPA

In Guatemala, only two hours bombing time from the Panama Canal, this man in the checked shirt goes daily among the people, openly and diligently toiling to create a Communist state in Central America. He says boldly, "I am a Communist." His name is Carlos Manuel Pellecer (pronounced pay-yay-sayre) and he is a political paradox. Holding no government office except that of a mere deputy in congress, member of a political party whose very existence violates the country's constitution, he enjoys honor, prestige and power both in government and among the people.

Guatemala's Reds, a compact group in which Pellecer ranks No. 2, began to progress eight years ago by making themselves useful to Juan José Arévalo, first president after Dictator Jorge Ubico was overthrown in 1944. Making themselves useful, in turn, to Arévalo's successor, President Jacobo Arbenz, the Communists have prospered mightily. The Reds electioneer for Arbenz and help run his political machine. To assist him, they run the government radio and two dailies, using them only inciden-

tally for their own propaganda. President Arbenz, an intense, humorless reformer, has two pet programs: land reform and elimination of "foreign (i.e., U.S.) monopolies." In each aim the Reds are his strongest backers.

In return the Communists enjoy what amounts to palace protection. They control the labor unions and the powerful National Confederation of Peasants, a farm workers' union. They have four deputies in congress, including Pellecer, elected as government-sponsored candidates. Government sound trucks spread the Red propaganda, including allegations of U.S. "germ warfare" in Korea. Recently the president of the congress pleased them by ordaining a moment of silent grief for Stalin. Their own party, the Labor Party, was set up in 1949 without a murmur of dissent, though the constitution expressly forbids "political organizations of international or foreign character." Arbenz, who is no Communist himself, looks upon the Reds as Guatemalans first and Reds second. He says he is using them; the evidence is at least as ample that they are using him.



RED LEADER Pellecer, now 33, learned his Communism in Central America. While a cadet in military school, he was jailed for writing against Dictator

Jorge Ubico, later exiled. Working in U.S.-owned mine in Mexico, he studied Marx, led strikes. After revolution he returned home, became union organizer.

A COMRADE TO PEASANT AND PRESIDENT



WITH THE PRESIDENT, Pellecer exchanges handshake at Guatemala's independence day celebration.

Shrewd, persuasive, a dedicated Red, Pellecer knows how to hobnob with presidents. And, though a fancy dresser by peasant standards, he knows even better how to keep the common touch. He keeps it best through Arbenz' Law 900, by which land taken from big landlords (compensated by long-term bonds) is given to peasants. Because the program's local executive committees are drawn from the Red-run unions, the Communists virtually control it.

Pellecer is always there when land is given out. He is there not to give it, for this is the government's function, but to make it seem that he did. To a people 73% illiterate, 64% barefoot and 86% landless after 30 centuries

under Indian *caciques* (chiefs), Spanish conquistadors and dictators, Pellecer seems a messiah of overdue salvation. When Santo Tomas, the confiscated estate of ex-Dictator Ubico, was distributed Pellecer told the *campesinos* (farm hands). "Comrades, we must go ahead. Let's ask for Concepcion!" Three months later they got Concepcion, a plantation.

At another, still private plantation, he told the *campesinos*, "Take the land; it is yours by right." Taking land, they quarreled in some cases, and some were killed. No problem is too small for Pellecer. He is as willing to promise a new baseball field as better drinking water and to give Communism the credit for both.



TAKING CHARGE as unofficial boss, Pellecer speaks at land distribution ceremony. Actual government

functionaries, behind, look on tamely as Red tells peasants, "A new world is on the march, comrades."



INSPECTING WATER, Pellecer hears laborers say it is putrid. He advises strike against employer.



TALKING BASEBALL with village team, Pellecer promises "all I can do" to get a new diamond built.



VISITING WAREHOUSE, Pellecer chats with workmen sacking up last of coffee. He answers questions

of workers about land reform, promises to telephone somebody's sister on his return to Guatemala City.



ORGANIZING FARM HANDS, he says that Arbenz (big picture on wall), plans to give them plantation.



UNITED FRUIT'S 65,000-ACRE TIQUISATE PLANTATION, ALL IT HAS LEFT OUT OF 299,000-ACRE FARM, ENDS AT JUNGLE EDGE (BACKGROUND) WHERE GOVERNMENT HAS TAKEN OVER



UNITED FRUIT AS

Forever in need of something to hate, Communism finds itself sharing a ready-made target with the obsessively nationalistic President Arbenz in Guatemala. The U.S.-owned United Fruit Company has a long history of unpopularity there. At first it was resented legitimately as an exploiter; since 1945, after recognizing its errors, it has been attacked despite the \$2 million it spends each year to better the welfare of its workers.

Recently, because it pays higher wages than the usual 20¢ a day, United Fruit has been hated by Guatemala's old-line feudal plantation owners who, paradoxically, also hate Arbenz and the Reds. Even longer and more generally, the company has been hated by Guatemalans who accuse it of manipulating dictators, taking its profits to the U.S. and paying imported



PROCESSING BANANAS, workers carry stems to wrapping station. Each is hung up while a plastic bag is pulled down from the rack (upper left) over the fruit.

← ALMYR BUMP, UNITED FRUIT MANAGER, IS FLANKED BY THE SYMBOLS OF HIS JOB



LAND BEYOND. THATCHED NATIVE SHACKS IN FOREGROUND CONTRAST WITH MODERN DORMITORIES BUILT BY THE COMPANY IN AN EFFORT TO BETTER THE LOT OF ITS EMPLOYEES

A WHIPPING BOY

employees better than native. Many other Guatemalans hate it too for controlling the Puerto Barrios waterfront, where the United Fruit's white ships dock, and the railroad to Guatemala City, on which, they say, United Fruit gives more consideration to a banana than to a Guatemalan.

Hatred, however, never cost United Fruit anything until last winter when, egged on by the Reds, the government expropriated 231,000 acres of the company's reserve land. Gloomily watching 2,000 squatters move in, the company was hit again in August when 174,000 more acres were taken. The government has offered to pay, at official tax valuation, a price so low that the company refuses to accept it. Now, though still making money, United Fruit talks at out being forced to get out altogether.



TAUNTING COMPANY on home grounds, sign "against foreign intervention" put up by union, hangs over building in banana loading depot at Puerto Barrios.



WORKER'S SICK, UNDERFED BABY GETS WELL IN THE UNITED FRUIT HOSPITAL →



LIVESTOCK BY LOTTERY—most equitable way of distributing animals—sends a peasant's hand into hat for name of cow, calf, horse, mule or pig he will get.

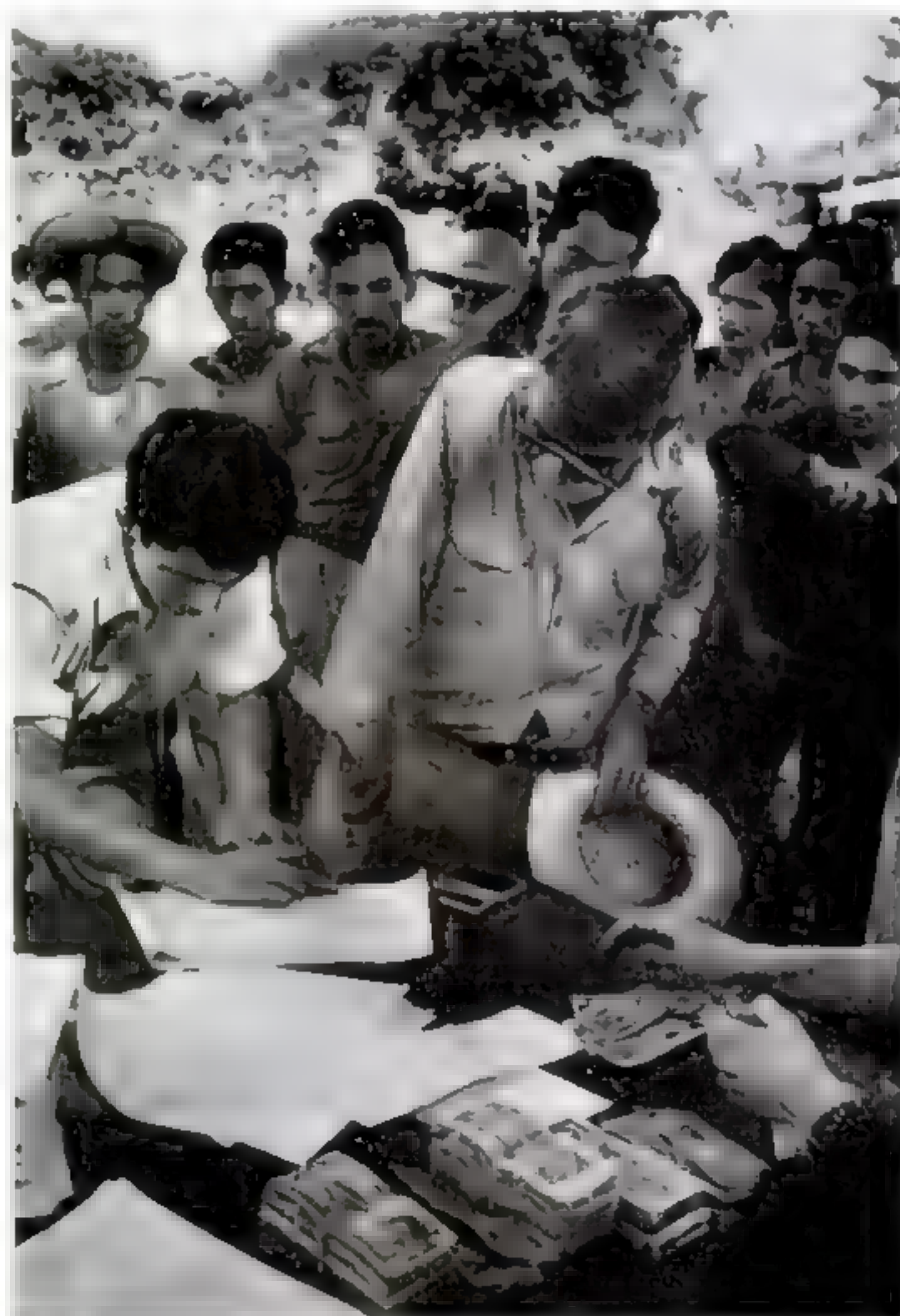


GUATEMALA CONTINUED

BENEFITS, BOONDOGGLES

The strange Arbenz-Communism partnership has brought some undeniable benefits to Guatemalans. Land is being distributed among people who have always been landless. Livestock and seed loans are being distributed to put the new farmers in business. Diversification is being taught to keep them in business and to save Guatemala from the perils of raising only two crops, coffee and bananas. Great dreams are in progress; schools are being built and a 193-mile highway is being pushed, in a frenzy of energy and pride, from the capital to the coast; a huge hydroelectric development is being planned.

But the dreams outrun the reality, and the land is littered with the dismal failures of revolutionary boondoggles. The half-finished National Library stands gaunt and bookless in Guatemala City, deserted in favor of more urgent dreams. The Pan-American highway ends in a blank, 35 miles short of the Mexican border. The 1,000-bed Franklin D. Roosevelt Hospital, planned boastfully as the finest in all Central America, stands useless in a field—staffless, patientless, \$1.5 million short of completion. A model village that cost \$4.5 million stands empty and scorned in a jungle; no road was built to reach it. Despite the failures, President Arbenz foresees a modern, transformed economy in 20 years. Doubters, viewing his sinister partners and remembering the example of the Communist "agrarian reformers" of China, fear another sort of transformation.



SIGNATURE BY THUMBPRINT registers illiterate new landowner for government seed loan. Borrowers get money at once and in cash, from \$55 to \$90 each.

A PRIVATE JOKE draws satisfied, half-hidden smirk from winner of mule. When somebody sneered mule had no tongue, he retorted, "Mules aren't for talking."



HIS OWN LAND, the first he has ever owned, brings a grizzled farmer down on his haunches to feel of the soil while his eyes look out proudly over the 30 acres

which have been allotted to him. Though he gets occupancy and the right to till the soil, actual title remains vested in the government and he cannot sell it.



UNFINISHED HOSPITAL is mules' backdrop. Job was dropped when funds ran low and government discovered there were not enough nurses, doctors to staff it.



UNTENANTED VILLAGE of Poptún shelters only caretaker and his dog. Nobody would live in these 26 model houses because village can only be reached by air.



GUATEMALA CONTINUED



RICH MAN'S REFUGE (left) is Guatemala Club, where the rich plot against Reds. Here directors sit under Spanish conquistador's picture.

PRESIDENT AT HOME with wife, daughter of wealthy El Salvador family, takes his ease amid modern furniture. An ex-captain, he is only 40.

CHAMPAGNE FOR THE PEONS

The Communists have opposition, but it is divided, leaderless and not efficient. It comes most ardently from the wrong place, the coffee barons who for too long have themselves exploited the land and their fellow citizens. They mutter and scheme against the Reds and Arbenz' reforms. But having no great stomach for the fight, some of them are cannily exporting their wealth against the day of flight. The Catholic Church also resists the Reds as do many students of Guatemala University and, oddly enough, many among the work-hardened market women of Guatemala City. They get no help from Arbenz. Though he knows Communism's upsurge has cost him the profitable U.S. tourist trade and caused the withholding of U.S. aid, the president still has reason to hold his course with confidence. Guatemala still has a rock-hard currency, a piddling public debt, a healthy dollar reserve. Bad times might come with a crop failure or a drop in coffee prices. But meanwhile the Communist leaders know they have little to fear in a land where José Manuel Fortuny, Guatemala's No. 1 Red, can summon a cabinet officer at will, and where barefoot peasants, unaccustomed as they may be, are learning to sip champagne.



RED BOSS'S HQ (left) is bare Communist party office. Here Fortuny, secretary of party, sits under pictures of Stalin and early patriot, Barrundia.

RED AT WORK, Fortuny has tea with Foreign Minister Osegueda. The cabinet was meeting. Lt. Osegueda came out when Fortuny sent for him.

PEASANTS SIP CHAMPAGNE GOVERNMENT GAVE FOR SCHOOL DEDICATION →





TRADITION OF WARM SOUTHERN HOSPITALITY extended to business transactions, too. It was the custom in those days to close a business deal with a toast to each others' health and success. And the liquor usually poured was Southern Comfort.

This deliciously-different highball liquor has been synonymous with southern hospitality since the early days of the south. It originated in New Orleans. Visitors brought it up north. And now, it's enjoyed by people all over the world.

HOW THE SPIRIT OF THE OLD SOUTH BECAME THE FAVORITE OF NEW YORK

Cotton was king that pleasant October of 1880. There was a fine crop, and planters were down river for the market. New Orleans was crowded with anxious buyers. England wanted cotton, and so did the busy mills back East. That's why Jonathan Cain of New York had reason to be happy. He had just made a good buy of ten thousand bales of prime grade. Now, as papers were being signed, he eagerly awaited the traditional toast which always followed contract closing. It was custom to seal the deal with the pouring of a specially fine liquor found only in these parts. With a flourish, his host

offered the golden toast: "To your health, suh, with Southern Comfort, the smoothest liquor in the land!" He sipped it slowly to enjoy every drop of its deliciously-different taste. He could identify it as neither whiskey, brandy nor liqueur... yet it combined the marvelous taste qualities of each! No wonder a dozen cases accompanied Jonathan on his return to New York. And, as he served it to his many friends, the fame of Southern Comfort grew. Today, this deliciously-different, 100-proof (same as a bonded whiskey) highball liquor is enjoyed by people all over America and Canada.

SOUTHERN COMFORT advertisement continued



ITS SECRET FORMULA COMBINES TASTE QUALITIES of several liquors and that's what makes Southern Comfort so deliciously-different from other highball liquors. The first sip recalls the bouquet and boldness of fine brandy. Then, as it goes

down, you enjoy the mellow smoothness and taste of a rare liqueur. And throughout all this, you have an awareness of its body, rich and deep, so like that of a great whiskey. And important too, it's 100-proof (same as a bonded whiskey).



NEW YORK COTTONED TO SOUTHERN COMFORT and this famous drink soon became a favorite of Manhattan. It earned real popularity as a straight drink because of its smoothness and rare, delicious taste. And so today, more Southern Comfort is sold in New York than in any other city in the world.

ITS SECRET FORMULA WAS ALMOST LOST

Strangely, its secret formula was almost lost during Prohibition. But Francis E. Fowler, Jr., its present champion, happened across a bottle of Southern Comfort in an old wine cellar. After exhaustive search, he located and acquired the original formula—a secret close-held by a member of an old southern family. Demand for Southern Comfort rose as person after person suggested it to friends. Since then, over 500 million drinks have been served. Recent sales have been phenomenal. If you haven't tasted it, you're missing something!



GET ONE OF THOSE UNUSUAL MECHANICAL BANKS shown in this ad. Soldier shoots coins, rings bell. Mail request with name, address and \$2.50 to Southern Comfort Corp., St. Louis 3, Mo.



STRAIGHT AND IN "CONFEDERATE HIGHBALLS" are the two most popular ways of drinking Southern Comfort. Straight, over ice cubes, it's known as a "Rebel-on-the-rocks". The "Confederate" is made like a regular highball. Southern Comfort makes the difference.



LOOK FOR THIS SOUTHERN COMFORT SAMPLER DISPLAY on the counter of your favorite liquor store. Buy one of these half-pints, make your own taste test today! Also available in pints, fifths and miniatures (where legal).

FOR A REAL SAMPLE OF THE OLD SOUTH—
BUY ONE OF THESE

Special Sampler HALF-PINTS TODAY!

Thousands have taste-tested deliciously different Southern Comfort this easy, economical way. Buy a half-pint sampler next time you pass your favorite liquor store! Then make a *Confederate Highball* or *Rebel-on-the-rocks*. You'll soon see why this "highball liquor that everybody likes" is sweeping the country. One drink will convince you... and you'll be enthusiastic, too!

A deliciously-different highball liquor!

100 PROOF LIQUEUR • SOUTHERN COMFORT CORP. • ST. LOUIS 3, MO.



SOUTHERN COMFORT

The Grand Old Drink of the South

WANT A SET OF THOSE BEAUTIFUL GLASSES with crossed Confederate flags shown above? Send request with your name, address and money order for \$1.70. You get eight glasses, four of each type, plus our famous Old South Party Book. Actually worth \$3.75!



NO
GAUZE

because

New Design Modess is wrapped in a whisper-soft fabric that's smooth, gentle . . . cannot chafe . . . stronger, more absorbent than gauze!

Religious Hit

TEN MILLION WATCHERS FOLLOW LUTHERAN FAMILY'S TV TRIALS

When the Missouri Synod of the Lutheran Church decided to get into TV two years ago, it went out and hired a topflight advertising agency and TV consulting firm, and a pair of high-priced script-writers. The result, a combination morality play and serial called *This Is the Life*, after more than a year on the screen, has been carried by more stations (134) than any other TV show. Its producers claim that it is seen by 10 million people, about half a million more than watch Bishop Fulton J. Sheen. *This Is the Life* involves audiences both with the everyday life of the Fishers, an average small-town family, and with a carefully chosen moral problem. In the episode shown here, Freddie Fisher, 9, demonstrates the value of home religious teaching to a skeptical aunt by giving up a cherished but ill-gotten toy. Partly because it is TV, partly because the Fishers live the good life, Freddie winds up with the toy anyway.



SHOW IS FILMED under supervision of Reverend H. W. Gockel, who sees dialog is read exactly as written and that story plays with Christian teaching.

VISITING AUNT WATCHING BOY'S PRAYERS THINKS FAMILY'S THOROUGH RELIGIOUS TEACHING, LEARNED BY ROTE, WILL FAIL. CHILD IN REAL MORAL CRISIS



CONTINUED ON NEXT PAGE

The Cosmopolitan

The
newest in fine watches
by America's
oldest name in
time



In the continental manner—a decorative watch with charming simplicity. Lovely candid face. Raised crystal set in a circle of golden rays. From tear-drop ends extends the smart black suede strap. And, of course, The Cosmopolitan has the famous Seth Thomas accuracy and value. 17 jewels. \$59.50†. For free booklet showing other fine Seth Thomas® watches, write Dept. L-O, Thomaston, Conn.

SETH THOMAS

of Thomaston, Connecticut

Since 1813

America's Finest Timepieces

Division of General Time Corporation

*Reg. U. S. Pat. Off. †Includes Federal tax.

Prices subject to change without notice.

RELIGIOUS HIT CONTINUED



DISAPPROVING AUNT listens impatiently as the father (Carl Fisher) begins the family dinner with his customary reading of "devotions" from Bible.



DISGUSTED BOY views one of series of toy train wrecks which could be avoided by use of expensive signal. Father insists boy earn money for it.



DON TABIN

"INDIAN BRAVES WANTUM
SOUP FOR LUNCH!"

© '52 CAMPBELL SOUP COMPANY



MORE MEN SMOKE

Prince Albert

THAN ANY OTHER SMOKING TOBACCO
R. J. REYNOLDS TOBACCO CO. Winston-Salem, N. C.

CONTINUED ON PAGE 184

At all stores now—in same familiar package!

IPANA[®] WITH WD-9 DESTROYS ENZYMES

that cause decay and bad breath!



What are ENZYMES? Why should you fight them? Here are the facts—in plain language!

The enzymes you have been hearing about so much are formed by bacteria found in everyone's mouth.

When bacteria act on the food you eat, their enzymes speed up production of mouth acids. *This causes tooth decay.* Enzymes also help produce unpleasant mouth odor.

Dental scientists now say that most tooth decay as well as bad breath may be stopped by checking bacterial enzymes.

That is the important fact in the anti-enzyme reports.

And that is why you should use new white Ipana. All Ipana now on sale contains enzyme-destroying WD-9.

Brushing teeth regularly after eating with new Ipana containing WD-9 removes acid-producing bacterial enzymes that cause tooth decay and bad breath. (Most dentists recommend this way of brushing).

New Ipana with WD-9 is so effective that each brushing not only helps stop tooth decay—it stops most unpleasant mouth odor for as long as 9 hours. Even after eating and smoking.

Don't forget your gums—they are important, too. You'll be glad to know that brushing teeth with new Ipana containing WD-9—from gum margins toward biting edges—helps remove irritants that can lead to gum troubles.



**ALL IPANA NOW ON SALE
CONTAINS ANTI-ENZYME WD-9**

For many months, all Ipana shipped to your favorite store has contained anti-enzyme WD-9. It's in the familiar yellow-and-red striped carton—at all stores now.

WE'RE SO SURE YOU'LL LIKE IT

YOU GET 25¢

FOR TRYING YOUR FIRST TUBE

With anti-enzyme WD-9, Ipana now has a new minty flavor, new foaming and cleansing power. And there is no increase in price. Tests with thousands of men, women and children have convinced us that you will like it better than any other tooth paste.

That's why we'll pay you 25¢ to try new Ipana. Use it for 30 days—and see for yourself what it can do for you and your family.

HERE'S ALL YOU DO: 1. Buy a giant (47¢) or economy-size (63¢) tube of new Ipana at any drug counter. 2. Mail the empty carton with your name and address to: Ipana, Dept. LE-2, Box 100, New York 17, N. Y.

Twenty-five cents in cash will be promptly mailed to you. Offer expires Dec. 31, 1953. Limited to one per family. Take advantage of this cash offer now. (Offer good in continental limits of U.S.A. and Canada only.)



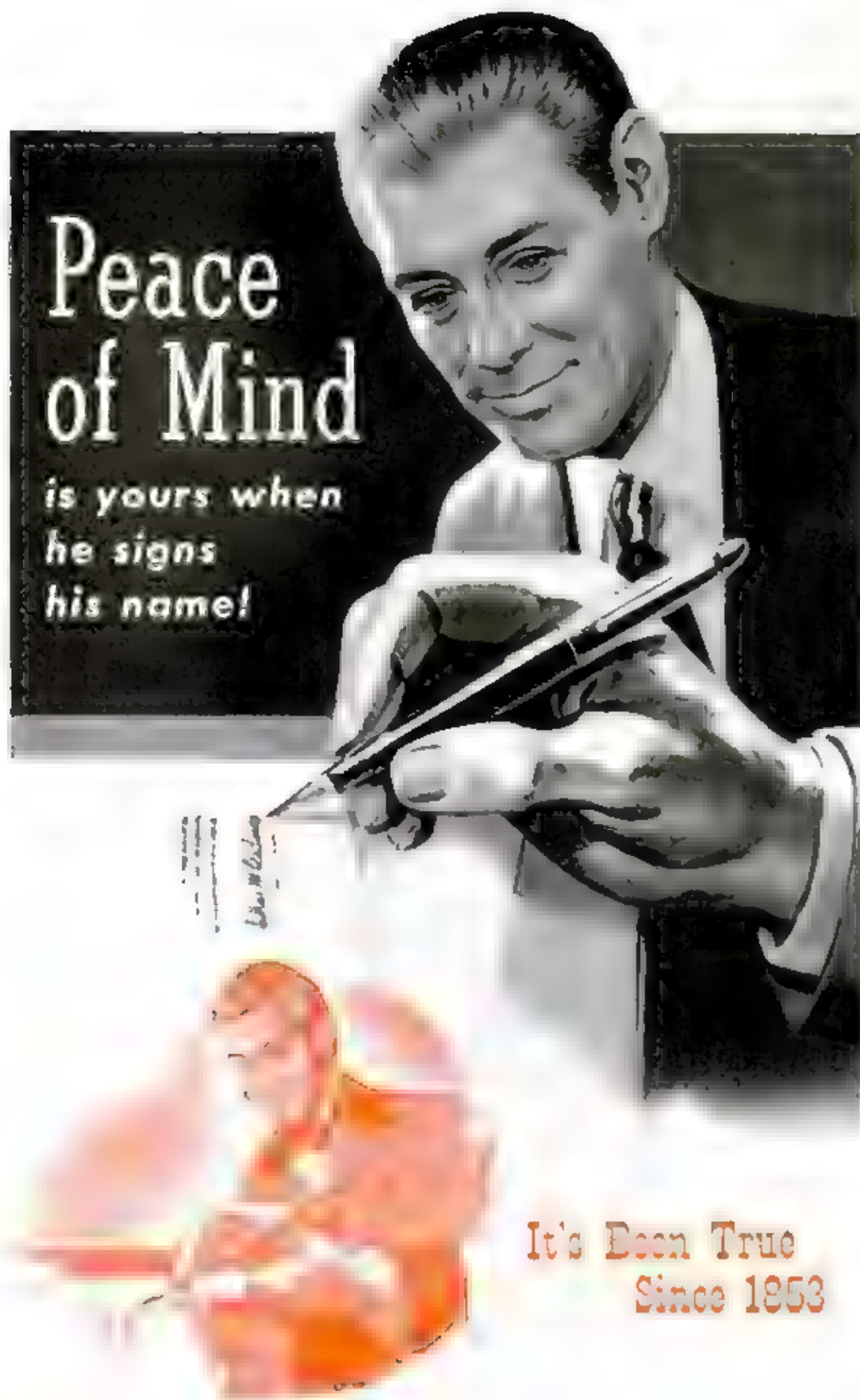
IPANA[®] WITH WD-9*

**Every single brushing helps stop tooth decay!
Even one brushing can stop bad breath all day!**

Product of Bristol-Myers

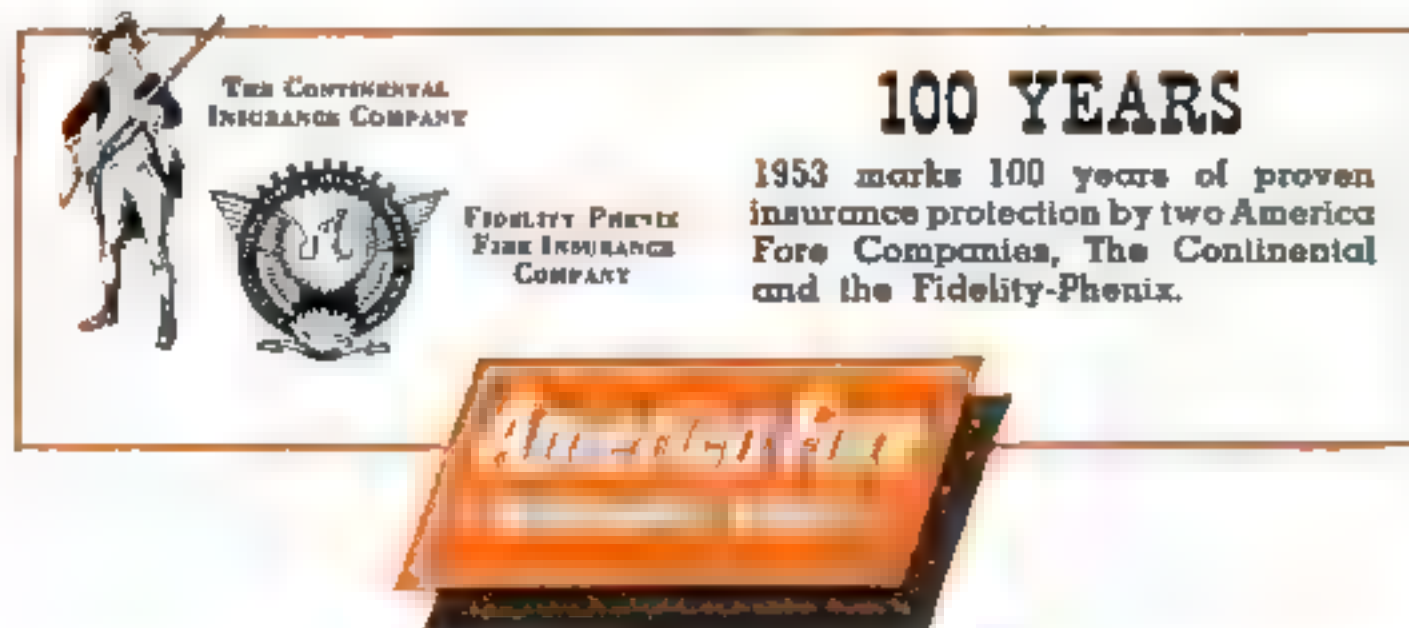
*Ipana's special type of enzyme-destroyer





Get acquainted with the America Fore insurance man in your locality.

When he signs his name to an America Fore policy—presto!—as if by magic, peace of mind is yours—for you know that you have protection in an organization which began 100 years ago and whose reputation for integrity and fair dealing has steadily grown.



- ★ The Continental Insurance Company
- ★ Fidelity-Phenix Fire Insurance Company
- ★ Niagara Fire Insurance Company
- ★ American Eagle Fire Insurance Company
- ★ The Fidelity and Casualty Company of New York

RELIGIOUS HIT CONTINUED



TROUBLE STARTS when Freddie (right) tells his friend Hank that he wants toy railroad signal on display in the window of a downtown store.



TEMPTATION COMES when friend steals toy (left), sells it to Freddie. Knowing it is stolen, Freddie wrestles conscience (right), returns toy to store.



VIRTUE IS REWARDED when store owner visits Fisher home that evening, tells proud parents what Freddie did, makes him a present of the signal.

heap big half-gallon

heap good
for you

Sealttest
TRADE MARK
ICE CREAM

heap big fun



Sealttest Little Pink Wigwam

Pretzel sticks on
Sealttest strawberry ice cream

Snow-on-Mountain

Maraschino cherry and
marshmallow sauce on
Sealttest chocolate ice cream



Red Wing Sundae

Crushed strawberries on
Sealttest vanilla ice cream

Happy Hunting Ground

Sealttest strawberry ice cream
with animal cookies
and candy sprinkles



Sealttest Black Cloud

Scoop of Sealttest chocolate
ice cream in Sealttest
Chocolate Drink

heap
big
bargain

get 'um best—
get Sealttest

World's toughest engineering

THE gleaming streaks of light in this photograph are the head and tail lights of cars—Chevrolets, Pontiacs, Oldsmobiles, Buicks, Cadillacs and their leading competitors in each price class.

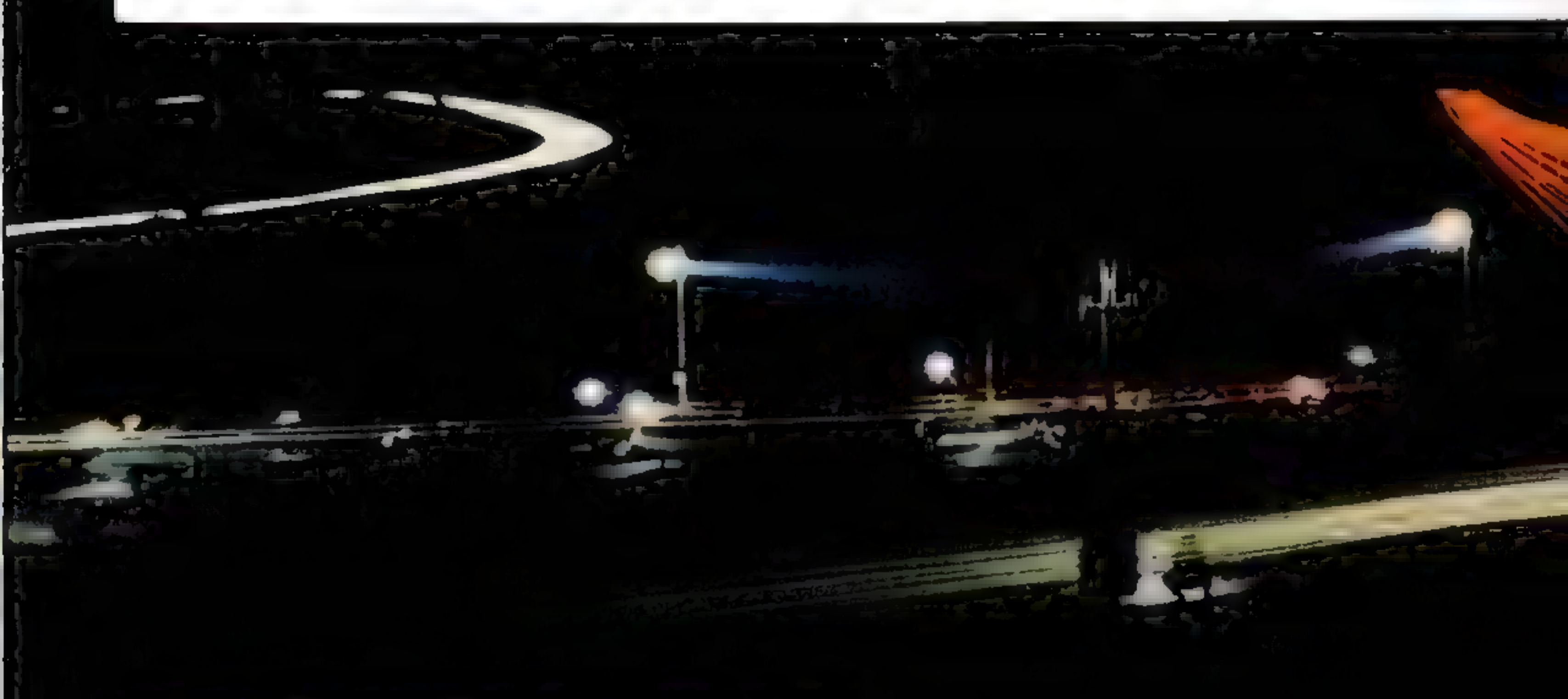
They are being pushed round the clock in a 25,000-mile night-and-day endurance test, so that our General Motors engineers can see just how well other makes stack up with ours.

For, in a competitive business like the motorcar industry, you have to know all the facts.

And one of the best ways to find them is to give cars an intensified version of the wear and tear they'd get in normal usage — then dismantle them and subject each part to precise laboratory analysis to see how well it has withstood the test.

Of course, this competitive endurance run is only one of the many tests we are constantly running off on our huge Michigan Proving Ground.

With all kinds of facilities, from 60 percent grades to Belgian block roads, we can test cars and trucks for springing, handling ease, hill climbing ability—anything we want to



Owl's-Eye View of GM Proving Ground

Night photo of cars, undergoing endurance test, gives glimpse of just one sector of our 2½-square-mile Milford, Michigan Proving Ground with its 25 miles of every imaginable kind of road

surface. Military Proving Ground also at Milford and Arizona Desert Proving Ground furnish GM engineers with total of 4,787 acres of outdoor testing facilities.



CHEVROLET



PONTIAC



tests tell us how good our cars are

find out about. In addition, our Arizona Proving Ground provides high temperature and dust tests.

So—when our engineers say you get a lot for your money in a General Motors car—they're talking facts proved on the world's toughest test roads.

Yes — in the last quarter century these tests have added up to 140,000,000 miles of experience, contributing to the technological improvements in every Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac. That's why the key to a General Motors car is bound to be your key to greater value.

GENERAL MOTORS

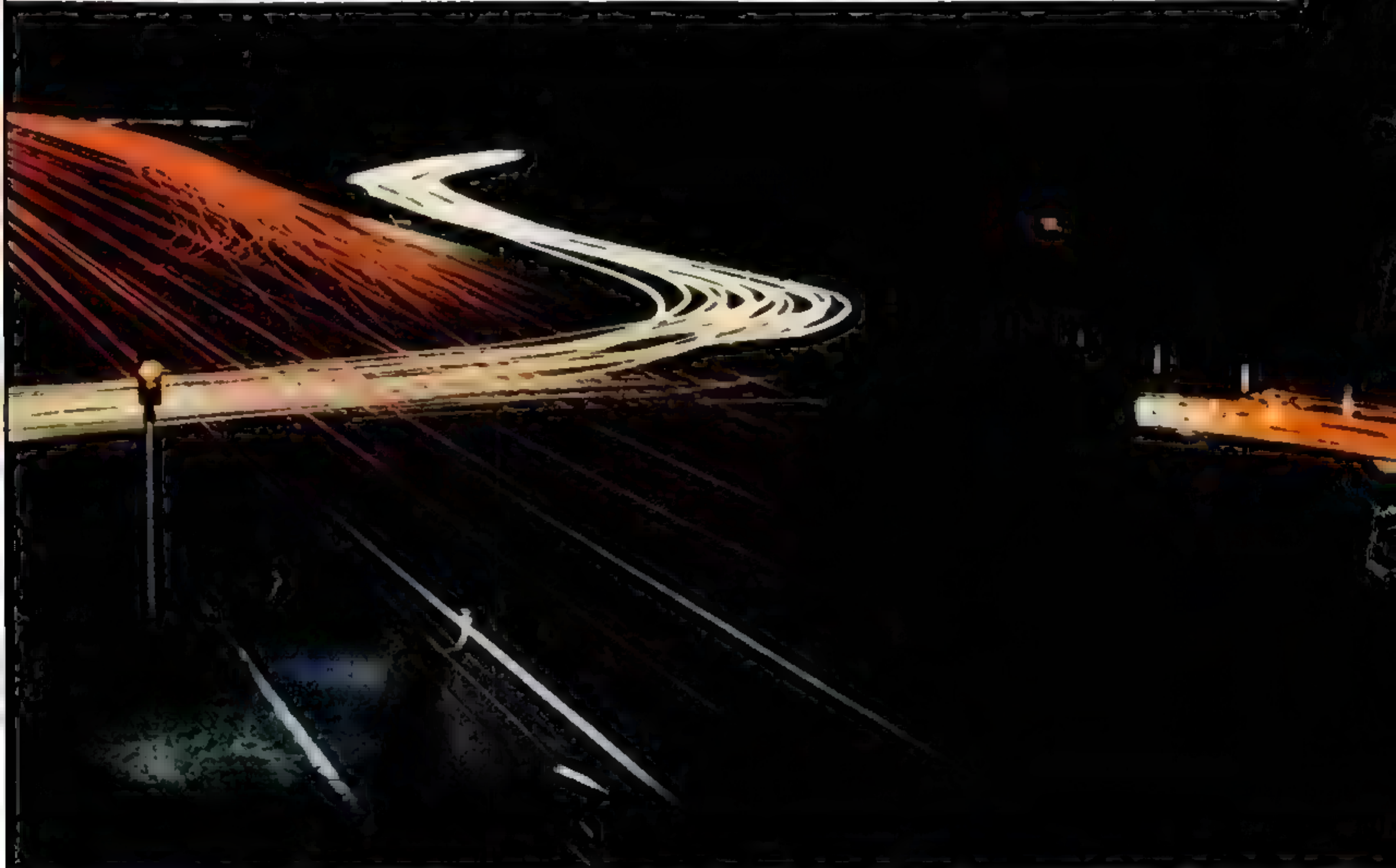


"More and Better Things for More People"

"Your Key to Greater Value — the Key to a General Motors Car"

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

All with Body by Fisher • GMC TRUCK & COACH



Tune in: General Motors TV College Football Game of the Week—Every Saturday, Sept. 19 through Dec. 5 and Thanksgiving Day. Check local paper for time and station.



OLDSMOBILE



BUICK



CADILLAC

In fabulous Hollywood—smart guests agree on **PM**

For taste,
PM's preferred
to whiskies
costing up to
\$1. more—

PM—the dividend whiskey—
gives you a dividend in **taste—**
a dividend in **value!**

and the
difference you
save buys
you up to
4 extra drinks.

In Hollywood, discriminating guests prefer PM
over the world's most expensive blends. You, too,
will recognize the special excellence of this truly
great whiskey...its mellowness, its smoothness,
its delightful **TASTE**. Best of all...PM's
remarkable **DIVIDEND IN VALUE** lets you enjoy it
often, without extravagance. Get PM tonight...
it's America's **SMARTEST** buy!



Enjoy
today's magnificent **PM**
—the dividend whiskey!

NATIONAL DIST. PRODUCTS CORP. N. Y. BLENDED WHISKEY • 86 PROOF • 65% GRAIN NEUTRAL SPIRITS

DRILLING FOR STEAM

**New Zealanders harness geysers
to produce cheap, endless power**

As long as men have known it, New Zealand's Wairakei Valley has been a strange place of tortured earth, pocked with bubbling mudholes, boiling springs and belching geysers. Beneath its restless floor are vast pockets of live steam, heated to explosive pressure by volcanic activity deep under the earth. Once no more than a natural curiosity, this thermal wonderland now promises rich contributions to New Zealand's power-hungry economy. Since last spring drilling crews and engineers backed by a \$14 million appropriation have been probing the valley, tapping its subterranean boilers and trapping their pent-up power.

The 27 bores so far sunk into Wairakei's steam beds are thought to be capable of delivering some 70,000 kilowatts of power, when their steam is used to drive generators—enough to supply a town of 150,000. Eventually, the valley's total output may be many times that great. But the earthbound steam will serve another and equally important purpose: it will be used to produce heavy water, precious source of the H-bomb component deuterium. Normally, the production of deuterium through distillation is expensive because of the high cost of heating water to steam. But here at Wairakei, where the steam can be had for the harnessing, the violent vapors from the earth's interior can be made to yield, at the turn of a valve, cheap chemicals for war's destruction or cheap power for peaceful progress.



← **WELLS "BLOW IN"** with surge of wet, dirty steam. Bore at right has been open five seconds.

MINUTES LATER wells blast 150 feet in air. Once in, well can be blown at will by opening valves.





SWING OUT BROILER

with the new
"magic-ray"

ANOTHER *Exclusive*

Magic Chef

GAS RANGE FEATURE

You'll find broiling so easy on a *Magic Chef*! The easy-to-clean waist high Swing Out Broiler lets you tend sizzling steaks without bending or stooping, and the door protects from spatters. Exclusive "magic-ray" charcoal hot radiants speed broiling with penetrating red rays over the entire broiler. For easier, faster, smokeless broiling, you can't miss with *Magic Chef*! See it today!

Magic Chef features for cooking magic

- "MAGIC-RAY" SWING OUT BROILER • RED WHEEL OVEN HEAT REGULATOR • "MAGIC OVEN-EYE" • "MAGIC FLAME" UNI-BURNER • "MAGIC-AIRE" DEODORIZING LAMP

PLUS many other additional features

more women cook on *Magic Chef* than on any other range

MAGIC CHEF, INC. • SAINT LOUIS 10, MISSOURI



Does your old stove have this
MODERN COOKING FEATURE?

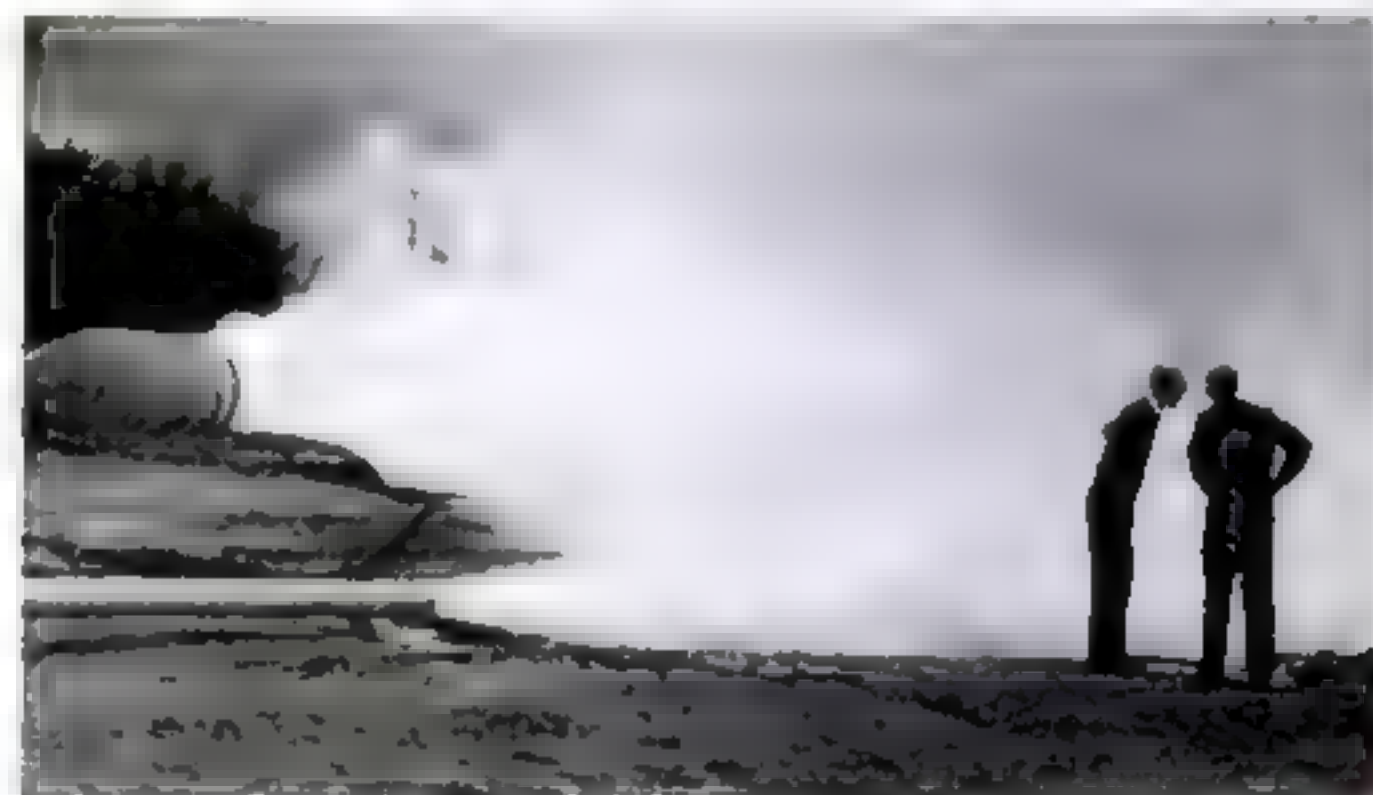
"Change Your Range"

change to a new *Magic Chef* gas range
during "Old Stove Round Up" Time!

Drilling for Steam CONTINUED



PREPARING TO BLOW, officials inspect valve which caps 1,000-foot bore. Deepest well is 3,207 feet deep, has pressure of 1,450 pounds per square inch.



SCREAMING STEAM, diverted from new well, forces workers to shout to each other despite its oversized muffler. Well will be shut when bore is clear.



PUMICE PROJECTILE, blown from a well by escaping steam, is held by engineers standing 40 feet from open bore. Shower of rocks lasts two days.

Thom McAn...SO GOOD it's the best-selling shoe in all America

Plain toe heather grain in a comfortable blucher pattern. Chestnut shade with rich bootmaker finish. Storm welt.
Style #6444



Chestnut Scotch Grain in a trim U-wingtip with triple rows of stitching. New, lighter, springier Crown Neolite sole.
Style #6393



Scotch Grain in a handsome wingtip design. Harvest color with bootmaker finish. Heavy leather sole.
Style #6382



Scotch Grain classic... this Thom McAn shoe is America's most popular Scotch Grain style. Harvest brown with bootmaker finish. Leather sole.
Style #6213



**North, east, south or west . . . Thom McAns are
the best-selling Scotch Grains for Fall!**

Mellow and rich-looking, rugged and masculine, Scotch Grain is the leather that men everywhere turn to when the weather is turning brisk.

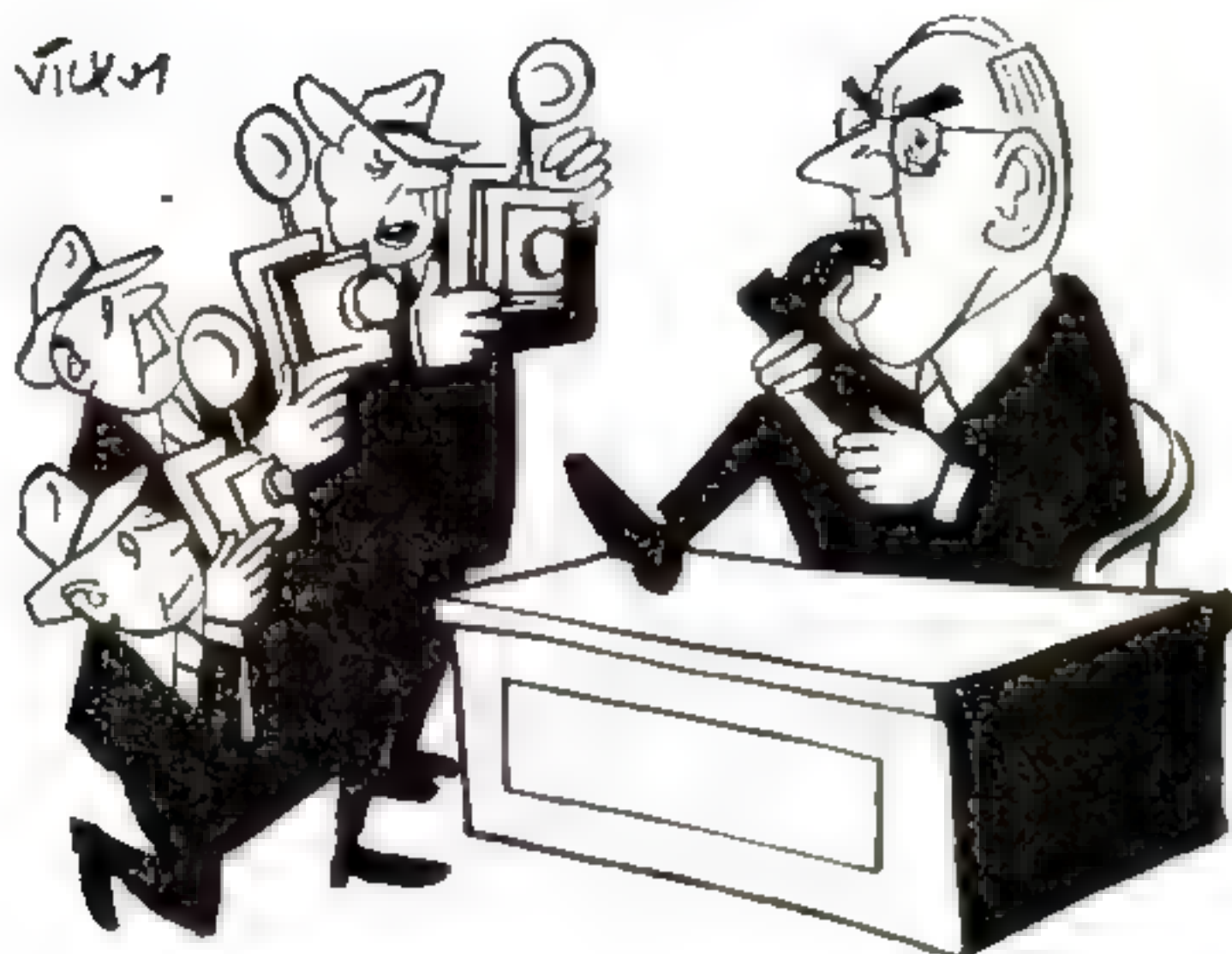
In any leather, Thom McAn gives you unique values. We make our own shoes in our own factories and sell them in our own 606 stores, coast to coast.

Get to know Thom McAn . . . so good, it's the best-selling shoe in all America.

\$7.95

Thom McAn

A Division of Melville Shoe Corporation, 25 West 43rd Street, New York City



DULLES' PRONOUNCEMENTS, overly blunt and harsh for a Secretary of State by European standards, inspired this British cartoon showing him with foot in mouth at a press conference.



U.S. TARIFF WALL is represented as an obstacle to trade as difficult as Mount Everest, despite U. S. lip service endorsement of GATT (General Agreement on Trade and Tariffs organization).

A DANGEROUS EUROPEAN

MIDDLEMAN IN A FAMILY QUARREL, A CANADIAN OBSERVER FINDS ROOTS OF MISUNDERSTANDING

PROBABLY the most important and certainly the most terrifying fact in the free world today is not Russia's strength, Europe's weakness or anything that can be measured in statistics.

It is the dry rot, something intangible developing within the minds of nameless millions, that is steadily undermining the friendship of the old world and the new, on which the fate of both must hang.

Among Europeans this phenomenon is called anti-Americanism, among Americans, gross ingratitude. It is much more complicated than simple prejudice. It is, in fact, a kind of psychic disease which, unless cured, could some day prove mortal, thereby confirming the prognosis of that distinguished political physician, the late Joseph Stalin.

In Europe and especially in Britain the quiet but bitter resentment against American policies and, worse, against American people is so deep and has grown so fast of late that statesmen hardly dare to discuss it in public and try to mask it with speeches and postures. This well-meaning conspiracy of concealment clearly is failing. Among the people, who in the end will decide everything, the U.S.'s moral leadership of the free world, the only kind of leadership that can possibly succeed, is in danger of collapse.

In 7,000 miles of travel by automobile through the eight major nations of Western Europe, I heard over and over the same dismal recital: the Americans are ill-mannered and blundering children, their civilization is a combination of wealth, corruption, Coca-Cola and Senator McCarthy, their government is probably leading the world to war. I met only one man, an English politician too

eminent to be identified, who had a word of gratitude for the U.S.

"The Americans," said he, "saved us from Germany in two wars. I'm convinced they will save us from Russia by preventing a third. And meanwhile they have saved us from bankruptcy."

Europe, blind in its ingratitude, has yet to grasp that simple truth. And the Americans, in their misjudgment of all foreigners, have yet to grasp the first facts of Europe's life.

The relations between the British and American peoples are, of course, the crux of the problem as they must be the foundation of peace. Those relations are deteriorating because they are approached on the primary illusion that the two peoples are spiritually alike, compatible by nature and brothers under the skin. Actually their superficial resemblance is the chief cause of their incompatibility because it raises false expectations, ending in irritation and resentment.

"Most of our troubles with the Americans," said a wise old don at Cambridge, "stem from the awful barrier of a common language. Since they speak the same language the British and Americans expect each other to be the same sort of people. When they turn out to be utterly different both are disappointed and angered, as if the other fellows had somehow let them down. An Englishman isn't disturbed when a Frenchman eats snails or keeps a mistress. That is the French way. But when the American chews gum, dresses oddly, uses a queer accent or starts a fight in a pub, we find it inexcusable because it isn't British. And the Americans feel the same way about us."

When the average American talks about

Britain he is thinking of an imaginary land and people that never existed and never will. When the Briton thinks about the U.S. he usually pictures a revolting travesty provided by the criminal cunning of the American movie makers, by Senator McCarthy (who has done more harm to transatlantic friendship than anyone since George III) and by Britain's shoddy mass-circulation press, which ignores American life to lavish its space on the adulteries of Hollywood, the witch-hunts of Congress and the night life of New York.

In all this tragedy of errors the Canadian occupies a special position, privileged but often uncomfortable. Both sides will talk to him as they will never talk to each other. The Englishman usually supposes that the

A WARM FRIEND AND CRITIC





IMMIGRATION RESTRICTIONS of McCarran-Walter Act are lampooned in German cartoon showing Columbus denied entrance to New World as a radical who believes world is round.



ARCHVILLAIN in virtually every European's book on America is Senator Joe McCarthy. This cartoon ridicules his investigators of American personnel in Europe as ventriloquist's dummies.

LUXURY: HATING AMERICA

by BRUCE HUTCHISON

IN THE SNOBBERY AND WEAKNESS OF EUROPEANS, OUR RIGID INSISTENCE ON 'THE AMERICAN WAY'

Canadian is either an exiled Englishman or a rather superior American not beyond saving. The American regards the Canadian as just another North American, artificially separated from God's country by a rather absurd line on a map. Neither the American nor the Englishman has begun to understand the paramount fact of Canadian life—that we Canadians too are a separate breed and growing more distinct, more Canadian, every day. It is thus amazing and embarrassing to a Canadian when the Englishman suddenly removes his armor, relaxes the stiff upper lip and confesses his horror of Americans, or the American takes down his hair and admits that the English simply baffle him.

These troubles have three current points of friction: the American's total inability to

understand foreigners and his careless manners once he leaves his own country; Europe's painful adjustment to a secondary role in world power; and Europe's fear that American power will be misused, at best by stupidity, at worst by malice.

The behavior of a handful

AMERICAN manners, the least significant factor in this equation of discord, loom largest in the mind of the ordinary European. Quite wrongly he judges American civilization by its manners, or rather he judges a nation of 150 million people by the behavior of a handful. He cannot penetrate the brassy facade of fictional American life to see the hard-working, hospitable and great-hearted people of America.

The habits of American soldiery in Europe are as familiar as they are exaggerated. You can guess the dimensions of this problem when you find the sleepy old town of Heidelberg, the haunt of Goethe and the Student Prince, so jammed with American Army trucks and generals' limousines that at 6 p.m. the traffic halted dead for 15 minutes at a time. It took me a full hour to drive seven blocks. Here is a massive physical friction and beneath it a much deeper friction in the minds of the conquerors and the conquered.

In a wine garden beside Goethe's river a former captain of artillery told me that the British army was brave and always "correct" (his highest adjective of praise) and that the Americans, though fearless, knew nothing of discipline. Unbuttoning his collar, putting his feet up on the table and hoisting a bottle to his lips, he gave an

admiring crowd an imitation of an American soldier in the presence of a general: "Hi, general, how's the boy?" In the German army, this former Nazi informed me, a soldier would not be shot for such an offense. He would be sent to a lunatic asylum as obviously insane.

This incident reflects an attitude that is quite general in Germany and one that is not necessarily in conflict with the results of the recent election there. By their electoral vote the German people demonstrated decisively that they know their future lies with the West. But even Chancellor Konrad Adenauer, with his newly augmented power, may prove a more prickly partner than is popularly supposed. Ultimately Adenauer probably will follow U.S. leadership—the Germans accept the political and military facts of the world—but most of them, like the artillery captain, will continue to treasure their misconceptions of the American character and their contempt for American habits.

"The Americans are children." I heard that phrase in eight countries and in more towns than I can remember. "But in time," added a genial Roman professor, "they will grow up and learn. They will know how to live, how to enjoy themselves instead of dying of a cardiac condition at 50. They'll learn that there's more in living than money."

This, mind you, from the citizen of a country which has not yet learned to live on its own resources, which could hardly survive without the money of those hard-working adolescents, the taxpayers of the U.S.

Yes, and as the professor and I chatted on a main street of Rome some hundreds of Italian youths, who presumably knew how to

OF BOTH U.S. AND EUROPE

Bruce Hutchison is editor of the Victoria, B.C. Times and a prolific author of magazine articles and books on public affairs. As a Canadian and a believer in the necessity of co-operation among anti-Communist nations, he is in a good position to understand the misunderstandings that mar European-U.S. relations. The evidence to support the thesis of this article (first published in Maclean's magazine in Canada), was gathered during Mr. Hutchison's trip to Europe this year. He spent five months talking to his many acquaintances in public and private life in most countries this side of the Iron Curtain.

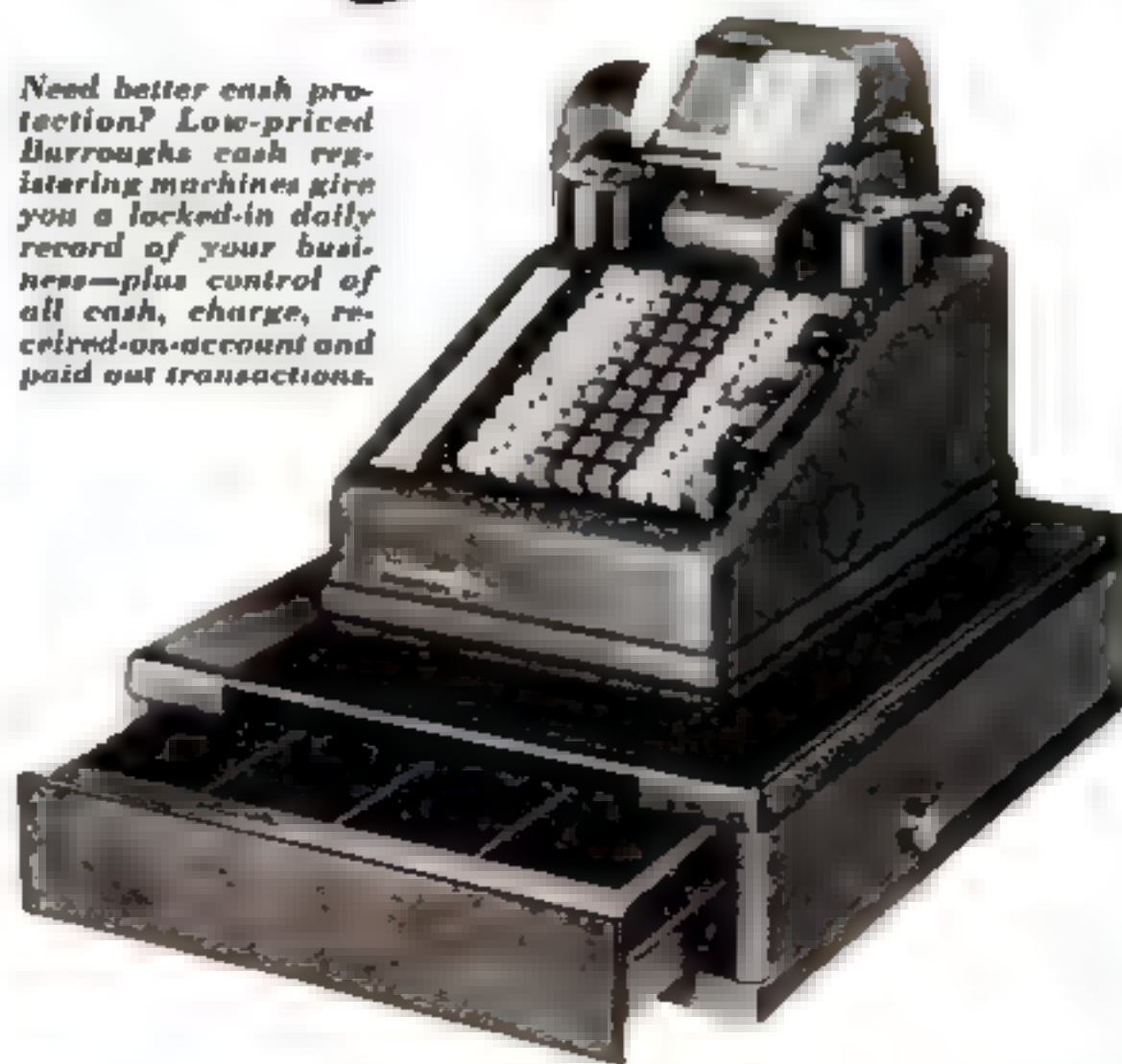
YOU'RE LOOKING AT 3 BIG REASONS WHY YOUR BEST BUY IS A BURROUGHS

Is yours a "production" figuring job? An electric Burroughs adding-subtracting machine provides the speed, rugged dependability and unending accuracy that gets work done in less time, with less effort.



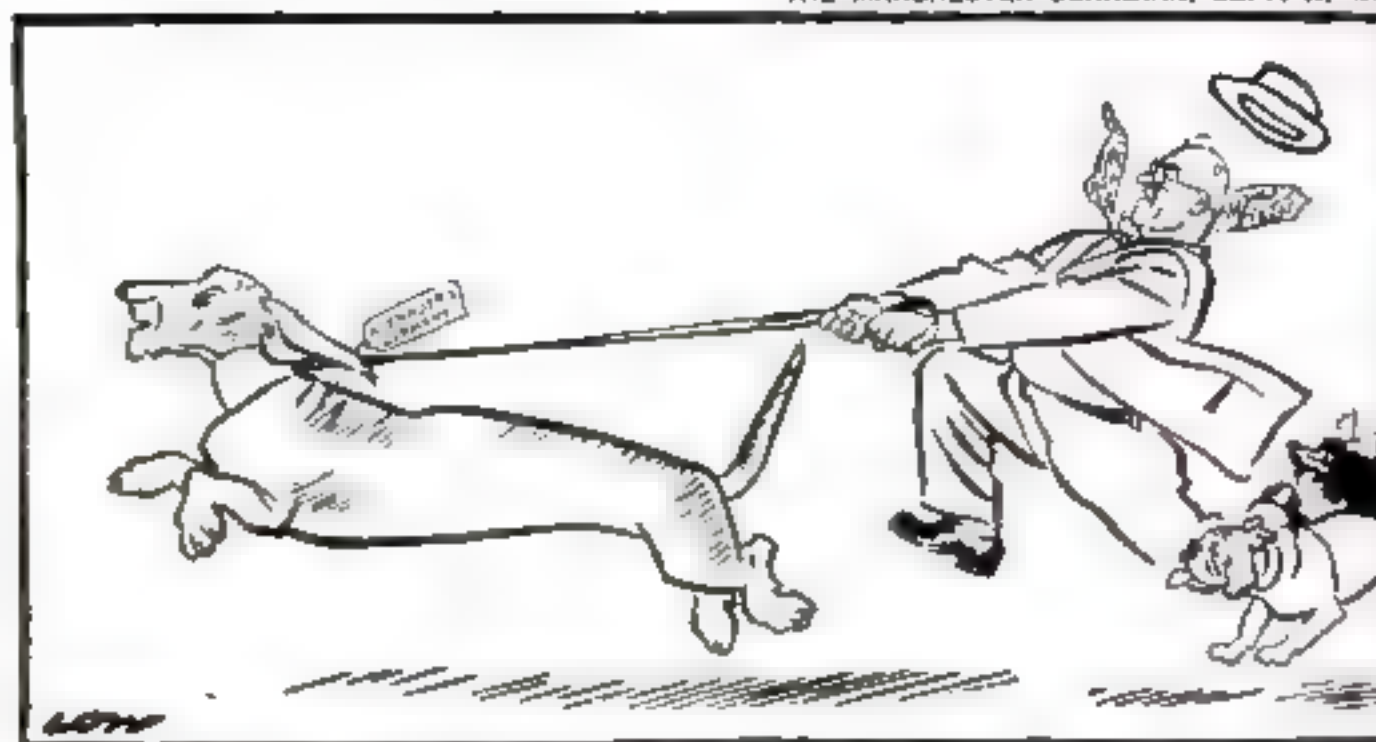
Is yours a "low cost" figuring job? A smart, hand-operated Burroughs adding machine will give sturdy, everyday service, yet it can be easily carried from job to job to meet your figuring needs. Priced as low as \$120 plus applicable taxes.

Need better cash protection? Low-priced Burroughs cash registering machines give you a locked-in daily record of your business—plus control of all cash, charge, received-on-account and paid out transactions.



Whatever your adding or cash registering needs, there's a Burroughs that's just right for you—right in features and right in price. So before you buy a new machine, see your Burroughs dealer or branch office. Ask to be shown why your best buy is a Burroughs! Burroughs Corporation, Detroit 32, Michigan.

WHEREVER THERE'S BUSINESS THERE'S



GERMAN RECOVERY, which many Europeans fear might lead to German rearmament, is laid to American policy. Cartoon shows a dachshund grown unnaturally and dangerously husky.

HATING AMERICA CONTINUED

live, were conducting their nightly riot, the Fascists and Communists screaming, gesticulating and frothing like madmen, chin to chin. No one objected to their manners because they were Italians. An American soldier with a drink too many is taken to represent the historic barbarism of his race. In Naples a hotelkeeper clumsily parodied for me, in what he supposed to be a Yankee accent, an American calling for another bottle when any sensible European would be satisfied with a single glass of wine. Yet the only Americans in the room were drinking Coke in a corner with all the symptoms of homesickness.

In Cambridge an English airman said he was happy because he had just escaped from an airdrome in East Anglia where English and Americans were stationed together. The Americans, he explained, were poor types when drunk. But, I asked, what were they like when sober. In his crisp English style he said he did not know because he had never seen them off duty in that condition.

Now, this was a palpable lie, a lie so often repeated as to become a joke, a myth, an outrage.

The wife of an English officer in Berlin said, and undoubtedly believed, that the American Occupation Forces had bought up for a song from hungry Germans all the best art treasures and household furniture in the city.

A chauffeur in Bonn, a German major captured in North Africa and imprisoned in Kansas, told me that the Americans were good people who had treated him "correctly." But he intends to emigrate to Canada because lately he had been hearing terrible things about the U.S. He is not likely to hear anything else in Europe.

When the Folies Bergère, between its parades of naked women, pictures the typical American traveler as an oaf in a dinner jacket, Paris laughs but the laughter does not hide the bitterness of a sick country.

When a sleek American millionairess, forced to leave her limousine and travel by train through the St. Gotthard tunnel, complains about the service, her air of disdain disgusts a whole trainload of Europeans so that they forget the pleasant young American couple in the next seat, quietly minding their own business.

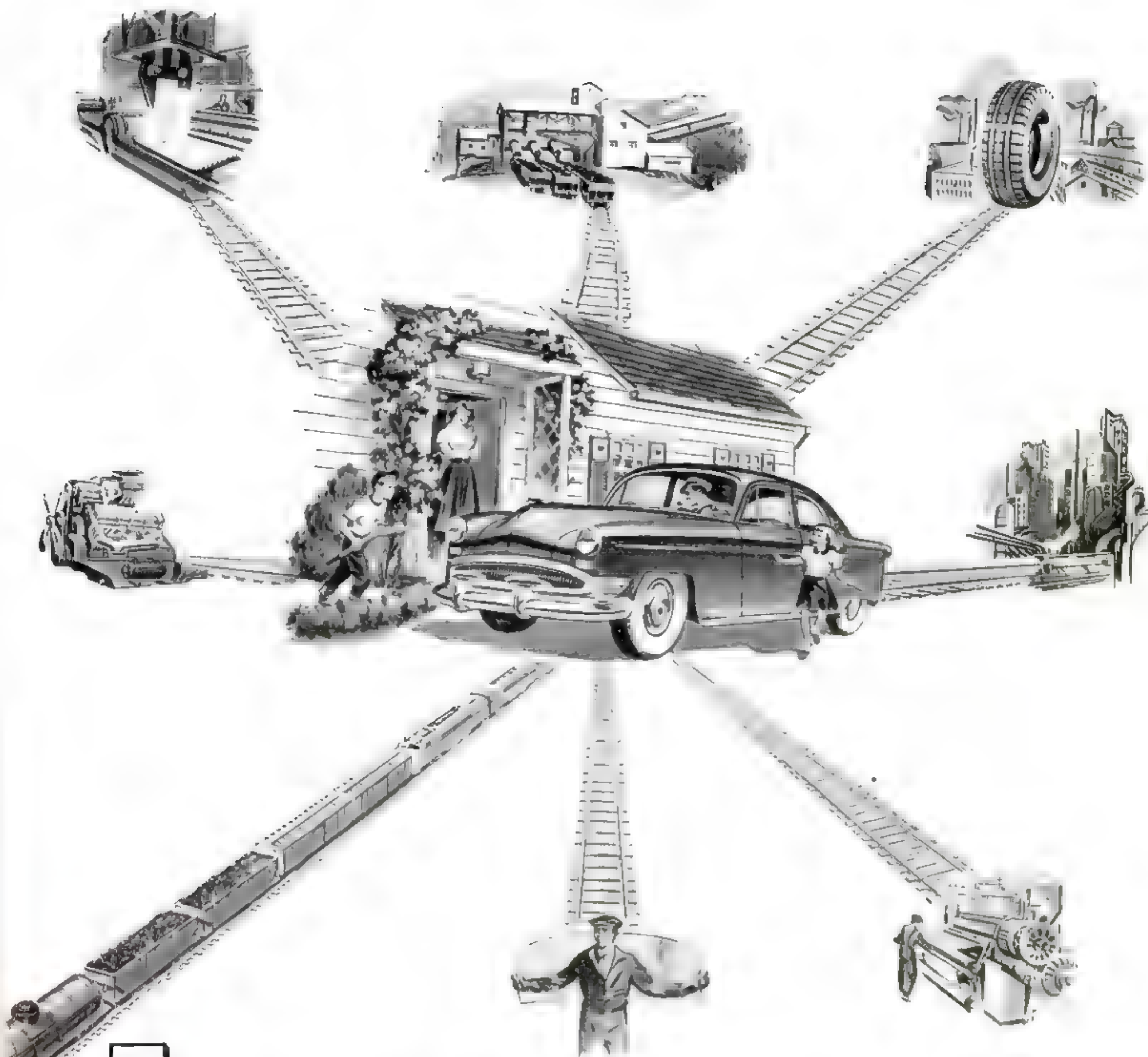
The Roman guide, for all his well-trained polish, cannot disguise his contempt for the old maid from Spokane who tries to absorb Italian culture in three easy lessons.

An Italian innkeeper assures you that all Americans are crazy and lawless, while he himself is laboriously engaged at the moment in cooking two sets of books to cheat his government out of income tax.

Bad manners, though no one in Europe seems to suspect it, are not confined to the Americans. British manners, for example, are perfect by British standards. They are often repulsive by American standards. No one can resist the bluff friendliness of the British workingman, but the American is repelled by the coldness of the upper classes, a coldness deepening as the social scale ascends. The American is amazed to find that Britain, perhaps the most successful democracy in the art of government, is not and may never be a social democracy. An economic revolution has changed the distribution of wealth. It has hardly made a dent in the unquestioned principle of class.

The English gentry's exquisite deportment, the casual look learned by long study, the clothes carefully tailored to appear careless, the accent acquired by years of sedulous apprenticeship, the English gentleman's unalterable and sincere conviction of his racial

CONTINUED ON PAGE 195



The assembly line that's 225,000 miles long... ends at your front door!

Remember how proud you were when you drove that bright, shiny, new car up to your front door for the first time? And the family came flocking, and maybe a wistful neighbor or two?

Well, the railroads had a part in that pride, too. For over their 225,000-mile assembly line of steel rails they moved the raw materials required for making the 15,000 parts that go into an auto. Then they moved finished parts—frames, engines, tires, fabrics, glass — from factories all over America to the auto assembly plants.

And just as railroads helped build your family car, they help make possible almost everything else you use in your daily life and work...the food you eat, the clothes you wear, the house in which you live.

In doing this, railroads move more tons of

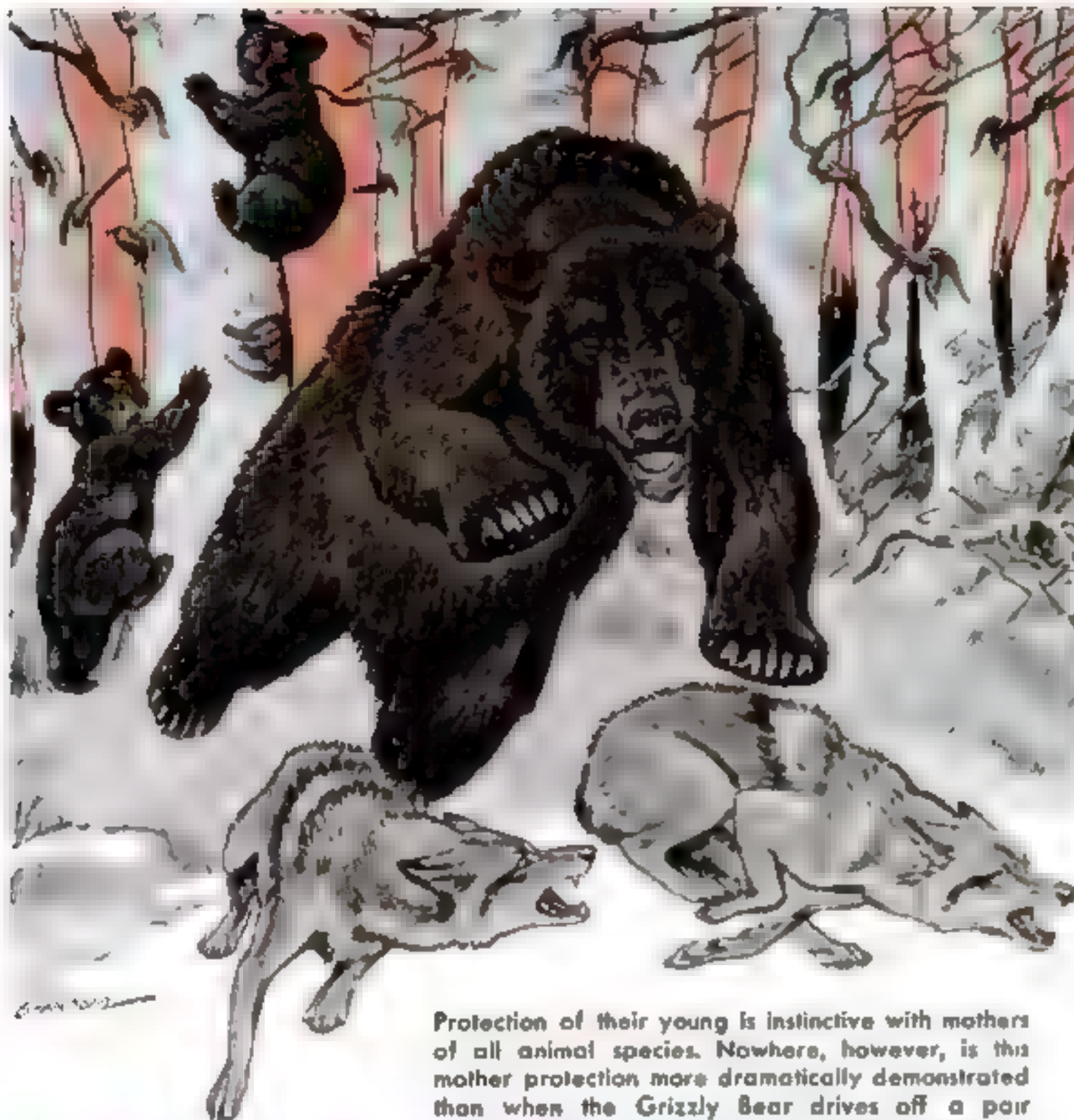
freight more miles than *all* other forms of transportation combined. And, important to you when it comes to the prices you pay for things, railroads do this huge job of hauling at charges which average less than those of *any* other form of general transportation.

ASSOCIATION OF AMERICAN RAILROADS

WASHINGTON 6, D. C.



You'll enjoy
THE RAILROAD HOUR
every Monday
evening on NBC.



Protection of their young is instinctive with mothers of all animal species. Nowhere, however, is this mother protection more dramatically demonstrated than when the Grizzly Bear drives off a pair of treacherous coyotes about to attack her cubs.

Protection At Its Best

No wonder so many motorists prefer the engine protection offered by AC Aluvac Oil Filter Elements. Just look at these features:

- **Microscopic filtration**—AC Aluvac removes sludge and dirt particles as small as 1/100,000 of an inch.
- **Maximum filtering area per cubic inch**—AC Aluvac has 10 times the area of ordinary elements.

- **No harmful chemicals**—AC Aluvac won't remove the detergents from heavy duty motor oil.

- **Acidproof**—secret process renders AC Aluvac material resistant to acid, gasoline and water.

Never accept a substitute for this superior engine protection. Insist on genuine AC Aluvac every time you change your oil filter element.

Original Factory Equipment on

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And Standard or Optional Factory Equipment on

CHEVROLET, CADILLAC, OLDSMOBILE and GMC



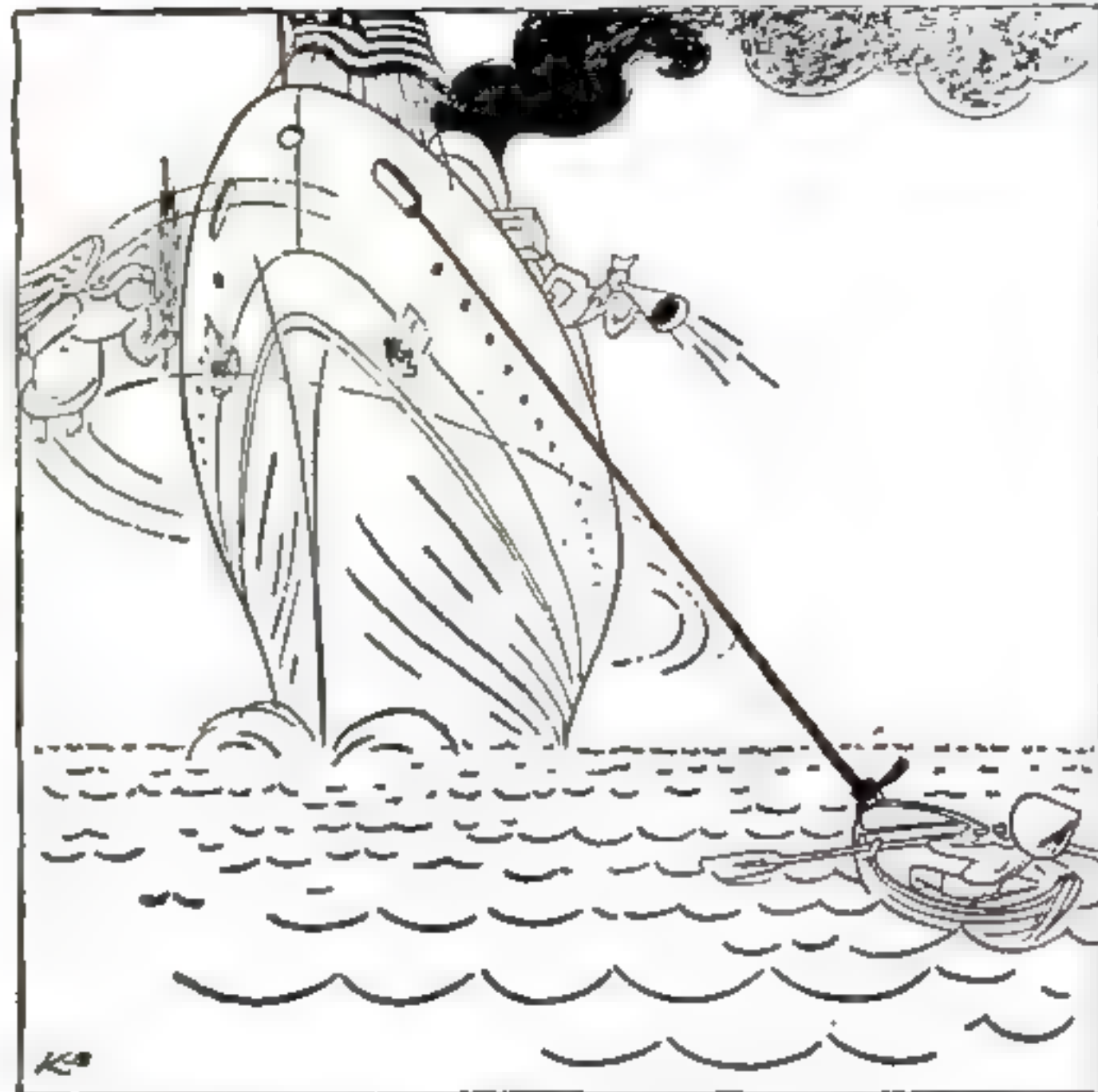
WITH

ELEMENTS

AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION



KOREAN WAR has poisoned interallied relations, made U.S. appear subservient to Syngman Rhee in eyes of European critics. Above: American liner humbly asks Rhee in rowboat for a tow.

HATING AMERICA CONTINUED

superiority—all this at first chills and then heats a normal American. The Englishman for his part is appalled by the American's habit of saying what he feels and exposing his soul indecently.

The American cannot be expected to understand immediately that the Englishman, frightened by his own sentimentality, ashamed of his secret emotionalism and pitifully shy, has constructed an outer glaze as a protective coloration against a prying world. The American may not appreciate at once the solid, unshakable strength of the nation behind the formal facade: the self-discipline of a single organism, an indivisible community, a single family, beside which the society of North America is almost an anarchy; he does not readily see the nameless nobility and grubby heroism of the mass of people whose organic unity overrides all class divisions and is the true secret of Britain's greatness.

Accustomed to speed in work and play, the American is infuriated by the leisurely pace of Britain, the delays and endless paper work, the all-pervading officialdom and fussing over silly details, the uniform and badges of office worn by so many people from the hall porter to the beefeater of the Tower, the unquestioning assurance that the rulers may err but that the system itself is the ultimate work of man.

"You must first understand two essential facts," said one of England's most powerful industrialists. "We are an island people, we are isolated by the sea and we have no real interest in any other country. And we are a lazy people, we only do as much as we have to for survival, we prefer to enjoy life and we never strain ourselves until we're on the brink of disaster. We are, you might say, a Dunkirk people."

From his office we could see a road gang taking a break to drink the tea they had brewed on a brazier full of hot coals. In a bombed-out concrete basement near St. Paul's, a band of office workers played lunch-hour soccer with a tennis ball.

"You see the whole problem there," said the industrialist. "We have to convince those easygoing people that London isn't yet rebuilt and we are facing an economic Dunkirk."

Meanness, envy, jealousy

THE power of self-criticism is stronger in Britain than foreigners suppose. For example, the day after the coronation the *Times* (with shocking bad manners on such an occasion, many of its readers thought) suddenly lashed out at the British people as "a good people grown careless." It is said they were "content to live hand-to-mouth" and that "meanness of spirit, envy and jealousy sour too much of our national life."



MR. CHARLES COBURN CITIZEN OF HOLLYWOOD AND THE WORLD

A BORN ACTOR . . . Vodka plays many parts

Like the versatile Charles Coburn, Smirnoff's performance is always superb. Smirnoff never tries to steal the show, but lets you notice the rest of the cast—the other ingredients in that play of flavors, a mixed drink. You discover subtleties of taste you never knew were there! Delightfully dry, smooth and agreeable in any role you ask it to perform.

it leaves you breathless...

Smirnoff
THE GREATEST NAME IN **VODKA**

80 or 100 Proof. Made from 100% grain neutral spirits. Ste. Pierre Smirnoff Fls. Inc., Hartford, Conn.

A repertory of Vodka drinks

VODKA MARTINI
The driest of the dry.
4 parts Smirnoff to
1 part Vermouth.

"The Martini with
the Marvellous Taste."

VODKA COLLINS
Lemon juice, sugar and
soda—with a jigger of
Smirnoff Vodka.
Smirnoff lets the fresh, fruit
taste come through.

VODKA AND TONIC
All quench, few calories.
A couple of ice cubes, a
jigger of Smirnoff, and fill
with Quinine Water.

MORNING GLORY
Awful y good
when you need tomato
juice, a dash of worcest-
shire and a jigger of
Smirnoff Vodka.

VODKA STRAIGHT
Smirnoff straight from
the refrigerator, or
over ice, with a
twist of lemon peel.

Now! You don't have to give up sweet desserts!



So good you
can't tell them
from sugared fruit!

Less calories. These are the peaches, the magic peaches—that help you keep your waist line down. They are one of 8 new Diet-Sweet fruits. Each deliciously rich and sweet in flavor. But all low in calories.

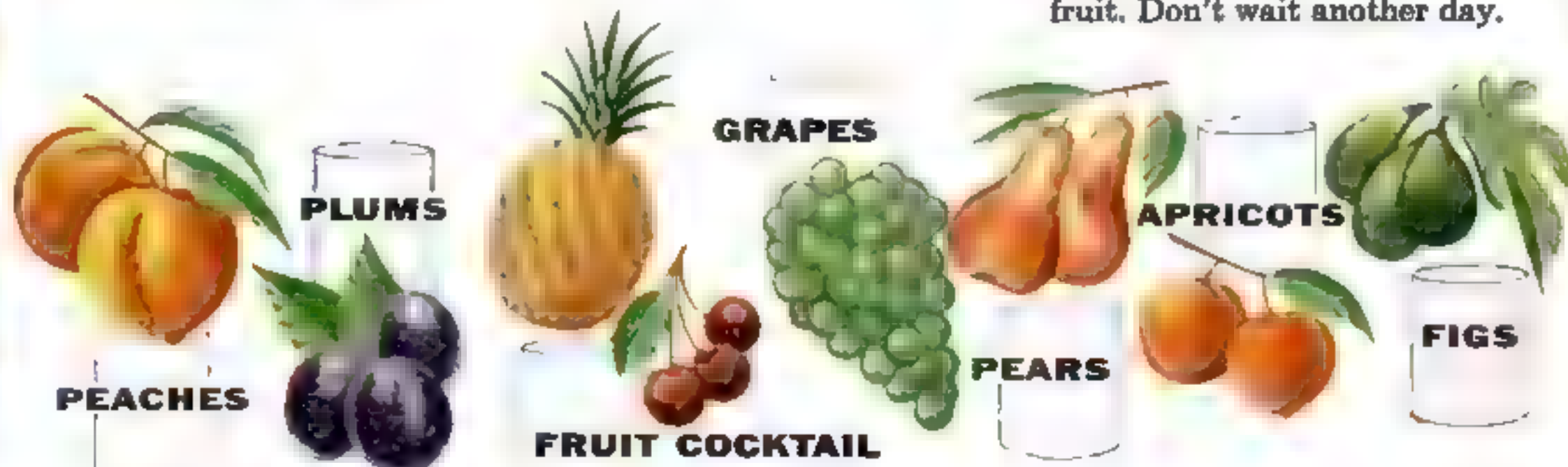
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ITALIAN COMPLAINT is that U.S. supports Communist though anti-Soviet Tito who demands Trieste for Yugoslavia. Here Tito, leaning on U.S. cannon, boasts of American backing.

HATING AMERICA CONTINUED

Probably it would be fairer to say that the British people are tired by war and austerity, a double ordeal which the American has never really known. British pride is hurt by the decline of Britain's relative strength in the world balance of power. As a result the British sometimes reveal a brittleness unnatural to them, as when Foreign Secretary Eden was publicly criticized for his perfectly reasonable decision to take medical treatment in the U.S. If British manners irritate the American the German's current air of servility and heartiness before his conquerors is still harder to take.

The French, who claim the best manners on earth and secretly regard all other races as barbarous, have only to step into an automobile to make the countryside hideous with the ceaseless screech of their horns, the roads a deathtrap with their recklessness.

No standard for Americans

It is all a matter of standards, but few Europeans admit that Americans have any right to a standard of their own. Vainly the Canadian tries to explain that Americans at home are well behaved, friendly and considerate. I never found one European who believed me. I had half-convinced a hotel clerk in Barcelona when an American guest loaded with wine and money lurched up to announce in a strident voice that the barkeeper had insulted him by refusing him more drink, and he must have a public apology or leave. The Spaniard will continue to believe all Americans are like that.

The clash of manners however distressing does not begin to explain the growing anti-Americanism in Europe. It is, to a large extent anyway, only a rationalization of Europe's frustration and envy, an escape mechanism to cover Europe's own sense of weakness and dependence.

This is particularly true and doubtless inevitable in Britain. The British people are going through not only a hard time economically but a cruel readjustment spiritually. After centuries of supremacy it is not easy for a great people to accept the supreme power of the U.S., to realize that poverty is their reward for saving the world singlehanded in the first years of the war while even the conquered Germans are living better on the whole than the conquerors. Nor is it easy to accept moral sermons from Mr. Dulles, who runs Malenkov and McCarthy a close third in the present European unpopularity contest.

The postwar generosity of the U.S. secretly rankles in all British hearts however it may be acclaimed in public. The money certainly is appreciated. The necessity of accepting it is bound to hurt.

CONTINUED ON NEXT PAGE

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ANTICAPITALISM in Europe brings charges that U.S. wants war for profits. Here, in English cartoon, man tries to dissuade financier from suicide on grounds that Korean truce might fail.

HATING AMERICA CONTINUED

A wise Londoner explained Britain's feelings by recalling a story about Fie'd Marshal Smuts. The South African statesman was asked why he was being so ferociously attacked by a certain politician. Said Smuts, "I can't imagine. I never did that man a good turn in my life." The U.S.'s costly good turns of recent years have made few friends in Europe.

These emotional frictions are not half so deep or permanently important as the ignorance that feeds them. To the Europeans America is as distant, unmapped and uncongenial as the moon. The Americans know much more about the outer surface of Europe. Yet they miss the whole point. "They think," as a world-weary Frenchman told me, "that they know foreigners and how to deal with them. Actually we are no better understood than the inhabitants of Mars."

The Europeans are misunderstood largely because the average American regards the American way of life as the true norm and ideal state of man. He expects foreigners to grow inevitably toward this particular society with a little more experience, enlightenment and help.

No 'American way' for Europe

THE Europeans of course have no intention of doing anything of the sort. They will imitate American techniques, accept American gifts and try to duplicate America's riches. They will never forego their own ways of life, which they consider superior to any other. Before the U.S. can even begin to solve the transatlantic problem it will have to accept the curious fact that for most of the world the American way of life will always be a curious aberration.

This really should not matter, but as one of the most penetrating

CONTINUED ON PAGE 202

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(Signed) Arthur W. Keylor
Business Manager

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HATING AMERICA CONTINUED

minds of Britain remarked, it wounds the Americans. "We Englishmen," he explained, "never expected to be loved when we were running the show. We didn't particularly want to be. We always knew that unpopularity was the price of power. But the Americans, poor fellows, just can't bear not to be loved. It burns them right up. We won't get on together until the Americans realize that power is a lonely business, with more kicks than h'pence. Yes, and it would help a lot if Mr. Dulles stopped talking like the Deity."

Recent events have added a final friction of another kind, stemming from a fear that the U.S. Government does not know how to use its power. Eisenhower has been, so far, a sharp disappointment to his European friends. They expected the President to exploit his election victory as he exploited the beachheads of Africa and Normandy. Instead they saw in Washington a vacuum in which the President seemed poised uncertainly at dead centre.

Such fears are not confined to Europeans. After a close look at Europe Walter Lippmann returned home to report "that American influence is declining precipitously as the Eisenhower Administration displays its weakness and its indecision." Mr. Lippmann erred on the side of understatement.

Are we trigger-happy?

THREE distinct factors can be identified in the confused debate now raging on this subject throughout the continent. There is, to begin with, the familiar notion that the trigger-happy Americans will blunder into a world war. When you tell the Europeans that it just is not in the nature of the Americans to start a war, that they have never fought until they had to, the Europeans point to General MacArthur, the "China Lobby," the wild men of the Congress, the bullying threats of Senator McCarthy and above all to the dominant position of so many military men in the American government.

To most Canadians the theory of an aggressive American imperialism is not alarming. To countless Europeans it is a deadly nightmare. The U.S., as one of Britain's most influential figures observed, might survive an atomic war though broken and desolated. For Britain and Europe there is no such hope. Glancing out his penthouse window across the vast bulk of London, a shining target for bombers, this man added, "Another war would leave nothing here but an atomic swamp. Do you wonder we get the wind up a bit when we hear the lunatics howling in Washington?"

Another nightmare is still more urgent and seems more likely to materialize. That is the fear of an American depression. Here again Europe feels itself far more exposed than the U.S. One of England's leading economists put a problem of infinite complexity in simple terms: "The U.S. is rich enough to stand without serious strain a recession of say 5 or even 10% in its national income. For us it would be sheer disaster. Remember that in the spring of 1949 American business dropped about 5% for a few months, a tiny affair in the States. But the drop in American imports just about wrecked us dollarwise. Within three months we had to devalue the pound. We can't stand another shake like that."

Will our economy hold up?

TO the Europeans an American recession, even a small one, is no longer an economic process. It has become a moral crime. Few seem to remember that the American economy, for all its mistakes, has recently saved the world from ruin. The Russians remember, with regret.

Unjust and ungrateful criticism of the American system is constantly fed by American congressmen. Europe has been shaken to find Eisenhower, who preached low tariffs and increasing trade in his election campaign, yielding to congressional pressure and postponing this whole issue for a year. He postponed it, moreover, at the very moment when the Commonwealth was ready to risk the gigantic gamble of convertibility (the freeing of the pound to find its own level in terms of the dollar) if there were a reasonable hope of American cooperation. When Eden and Butler proposed the Commonwealth plan of reduced tariffs, expanded trade and convertible currencies to Washington, they were politely brushed off by the American government which had formerly been demanding just such a policy.

Doubtless it is far too early to foresee the result of Eisenhower's postponed but inevitable collision with the protectionists of his party. While the chauvinistic Beaverbrook press shrilly announces that American tariffs are going up as they did in the '20s, the real thinkers of Britain fear that Eisenhower will face his problem too



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HATING AMERICA CONTINUED

late, when even a minor American recession makes tariff reductions politically impossible.

The third factor in Europe's disillusionment is doing still more harm at the moment: Senator McCarthy's crusade of vilification has convinced millions of Europeans that the American people have scrapped the Bill of Rights and repudiated the doctrine of personal liberty on which their whole society is founded. For the free world outside the U.S., McCarthyism is not just a spectacle. It is a tragedy.

The transatlantic misunderstanding becomes ludicrous when you hear an intelligent Frenchman lamenting the blunders of the U.S., while his own government cannot even manage its own finances or be sure of surviving until next weekend; when an Italian deplores American belligerence, though he himself only a few years ago was a member of Mussolini's brain trust; or when a former officer of Hitler's staff solemnly affirms that the Americans cannot be trusted with the atom bomb.

The cause of the problem is clear to anyone who knows the U.S. and has observed at firsthand the tortured mind of Europe. The cure is much harder to find. Certainly it will not be found in the present attempt to hush up the unpleasant truth by diplomatic postures, after-dinner oratory and transatlantic cargoes of soft soap.

Cooperation can yield understanding

A CANADIAN, as a middleman in this wrangle between his friends, must conclude, first, that any workable long-term agreement between the British and American peoples must be based not on myths but on necessity. Out of day-to-day cooperation in practical affairs understanding will come in time. To expect it by some law of nature or some racial affinity is not only absurd but dangerous, because it is bound to fail.

Second, the U.S. and Europe will never learn to get along together until they realize that they simply do not know each other, until they see that the U.S. is presented as a wicked caricature in Europe and Europe as a preposterous fairy tale in the U.S.

Third, the U.S. must understand that the caricature of its life is largely of its own making through the mischievous agency of Hollywood, McCarthyism, the lunatic fringe of the Congress and the manners of Americans abroad.

Fourth, the U.S. must be convinced that Europe is not a broken-down, antique model of the American system which must be replaced by a new model off the Detroit assembly line, but a contingent of vigorous, able people, tragically divided but in many ways more civilized than the new world; that these people are not objects of charity but allies and friends absolutely essential to the survival of the U.S.

Finally, Europe must reconcile itself, as it has not reconciled itself yet, to the historic fact that the U.S. is and will remain for a long time the largest power on earth; that this power can be influenced to good ends but never compelled or repealed; that no great nation in the U.S.'s position has ever been so generous to foreigners, so innocent of ambition, so eager to do the right thing, so assailed by conscience or so suddenly summoned by history to perform a miracle.

In our time many miracles will be required. None of them can hope to succeed without a miraculous change in the transatlantic climate.

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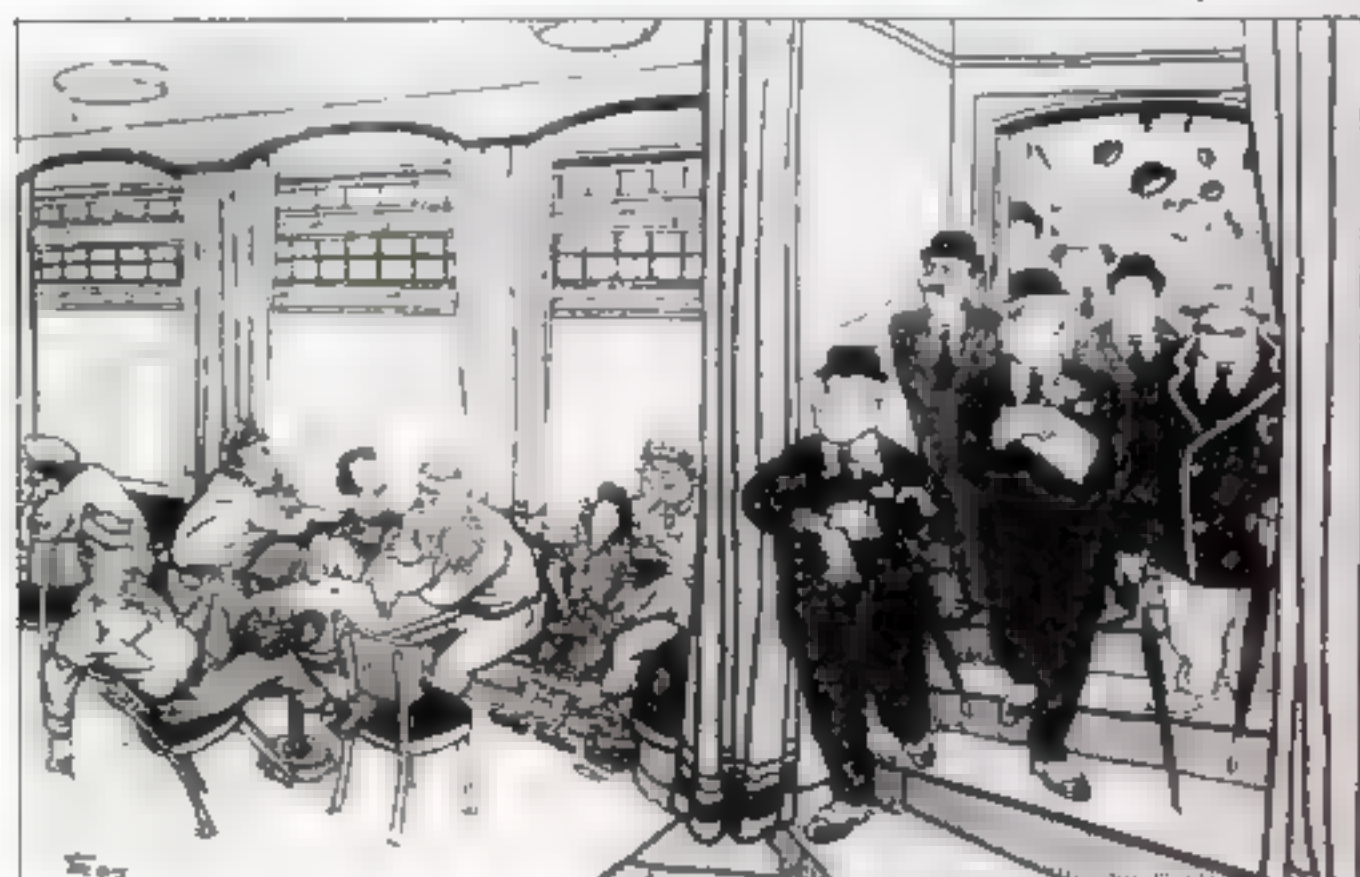
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DAILY EXPRESS, AUG. 10, 1954



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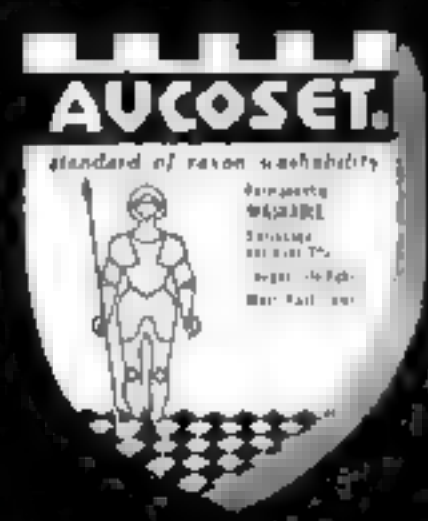
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REAL GONE GAL QUITS THE MET



JIMMY STARTED IT ALL by getting Miss Traubel to join in recording a duet, *A Real Piano Player*.

Traubel rebuffs the opera with a blast at 'snobbery'

Helen Traubel, one of the world's best Wagnerian sopranos, is also a high-spirited woman with a lively sense of humor which keeps her from taking some of the stuffer aspects of opera too seriously. Recently, on the advice of Jimmy Durante with whom she has teamed up on records (*above*) and TV, she took a nightclub job in Chicago's *Chez Paree*. Mixing arias and torch songs, she got as warm an ovation as she had ever won in the world's opera houses.

At this point, Rudolf Bing, boss of New York's Metropolitan Opera, announced Miss Traubel would have to avoid linking her name with nightclubs. Miss Traubel told Bing to keep his contract, left the Met, and said: U.S. artists must realize "American folk music is as much their province as Wagner. . . . To assert art can be found at the Metropolitan . . . but not in a nightclub is rank snobbery. . . . I love the songs of Gershwin, Handy, Kern, Rodgers, Berlin. . . . Since I cannot sing them at the Met, I am singing them at nightclubs. . . ."



IN NIGHTCLUB SOLO, Miss Traubel uses solid Wagnerian gesture (*left*) to belt out *St. Louis Blues*, then brings down house with a hot strut (*above*). She ends her act by singing the Brahms *Lullaby*.



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TREAT HAIR TENDERLY as baby skin. It is actually a part of the tender, inner skin. Basic ingredient of Conti shampoo is imported olive oil, same as used in beloved Conti Baby Oil, Conti Baby Powder, famed Conti Castile Soap.

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QUICK, EASY ON HAIR. Conti's fast small-bubble lather gets into greasy hair freely. Slips out as easily. Tender. Wash hair often as you like with "babying" **CONTI CASTILE SHAMPOO.** Only 49 cents, regular size, 89 cents, family size.

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PROVES CYMAFLEX 'CUSHION-ACTION' SHOCK ABSORBER
MOST EFFECTIVE WATCH PROTECTION EVER INVENTED!



CLIPPER \$71.50 P.T.
AUTOMATIC
• stainless steel
or gold-filled
• water-resistant
• luminous dial
• sweep-second
In 14K gold \$175.00 P.T.

cymaflex — APPROVED BY 27 WORLDWIDE PATENTS

Now—the shocks that stop most watches
won't stop a CYMA! Today, all CYMA watches
are Cymaflex-equipped. At better jewelers,
\$45.00 to \$3,000.00 P.T.

CYMA WATCH COMPANY, INC., 8 FIFTH AVENUE, NEW YORK • MONTREAL, CANADA



WAITING TO GO ON. Miss Traubel jokes with chorus girls. After her act, one groggy patron said, "There's a great voice, if you know what I mean."



IN DRESSING ROOM, Miss Traubel peeks past door carved by other star. She made \$10,000 a week, about \$9,000 more than she averages from Me

no half-clean clothes

The Maytag automatic's exclusive double-spin tubs never let dirty water strain back through clothes!



Two spinning tubs, one inside the other, never let dirty water strain back through clothes. That's why miracle fabrics, work clothes, cotton rugs, all wash safely, beautifully clean.

Maytag

uses less water, too!

Water-thrifty Maytag uses less water than other agitator-type automatics for full loads . . . as much as 46% less! No need to fuss with a suds-saving device. Fresh, clean water for every load means cleaner clothes. Only the Maytag automatic offers you all these features too: washes full family-size load, Gyrafoam washing action, positive water control to adjust to all water pressures, safety lid, flexible washing cycle, gentle spin-dry, needs no bolting down, built for extra years of service, costs less in the long run! Maytag—choice of three generations. THE MAYTAG COMPANY, makers of washers, dryers, ironers, ranges and freezers.



automatic washer



See the new
Maytag Automatic
Dryer to match!



THROWN HEADFIRST, RIDER HITS SAWDUST WITH FEET STILL IN STIRRUPS



DOING A FORWARD SOMERSAULT OUT OF THE SADDLE, VADA COLBURN,

Life Goes to a Synthetic Rodeo in Texas

ORNERY OIL DRUM STRAIGHTENS OUT RIDERS

Visitors at the Mayan Dude Ranch just outside Bandera, Texas are taking some of the most spectacular spills in bronco-busting history from a contraption made out of an empty oil drum, four supporting posts and some rope. Put up by Ranch Owner E. A. Hicks, the iron bronco can be used as a trainer for beginners. But with four husky ranch hands tugging on the ropes (*right*) it turns into a treacherous sidewinder which can toss even expert riders.

Because Texans don't like to think there is



A REGULAR RIDER AT THE MAYAN RANCH, COMES DOWN HARD ON HER BACK



HEAD-ON PLUNGE INTO SAWDUST LEFT GIRL OUT COLD FOR TWO MINUTES

anything they cannot ride, the bucking barrel has become the ranch's most popular steed. More than 100 people a day flock to the synthetic rodeo to try to tame it, but so far every brash bronco-buster, including the LIFE photographer who took these pictures (*next page*), has wound up in the sawdust pit. Happy Owner Hicks is not worried about his standing 200-to-1 offer to anyone who can master the beast, but he has another problem: the stubborn riders are wearing out a saddle almost every week.

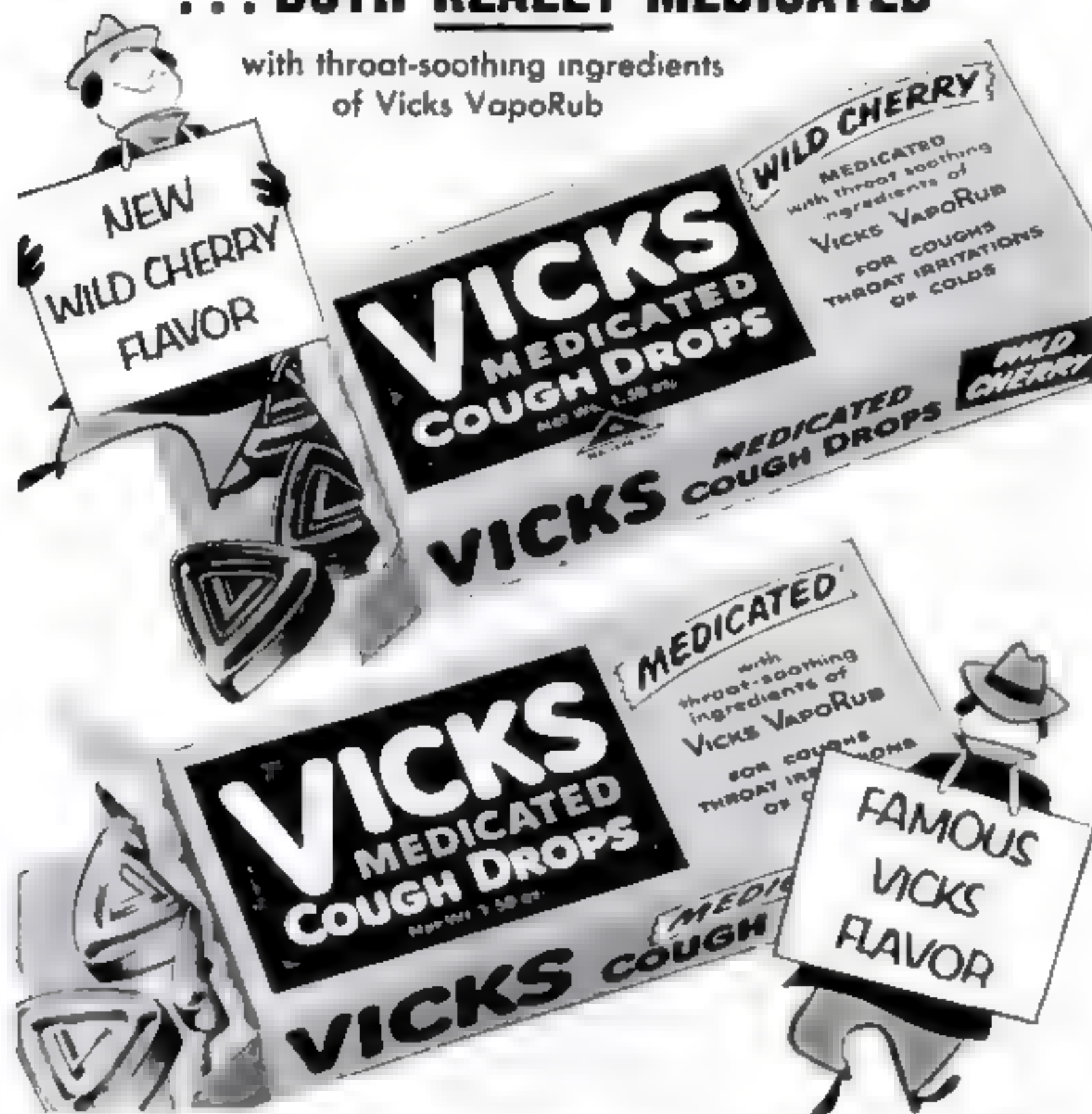
BARREL IS BLICKED BY HANDS PULLING ON ROPES →



Now! TWO for coughs
of colds

... BOTH REALLY MEDICATED

with throat-soothing ingredients
of Vicks VapoRub



*"Wherever I go, my new Capri
really sends me!"* says BOB HOPE



DuoSonic
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WORLD'S SMALLEST, LIGHTEST,
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Color by TECHNICOLOR
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All-plastic, three-speed, portable phonograph
with exclusive, true-to-life

**Stereosonic
Sound®**



*Slightly higher in the west.

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Gift Idea!

The **Capri**, the Perfected Portable
Plays All 7", 10" and 12" Records

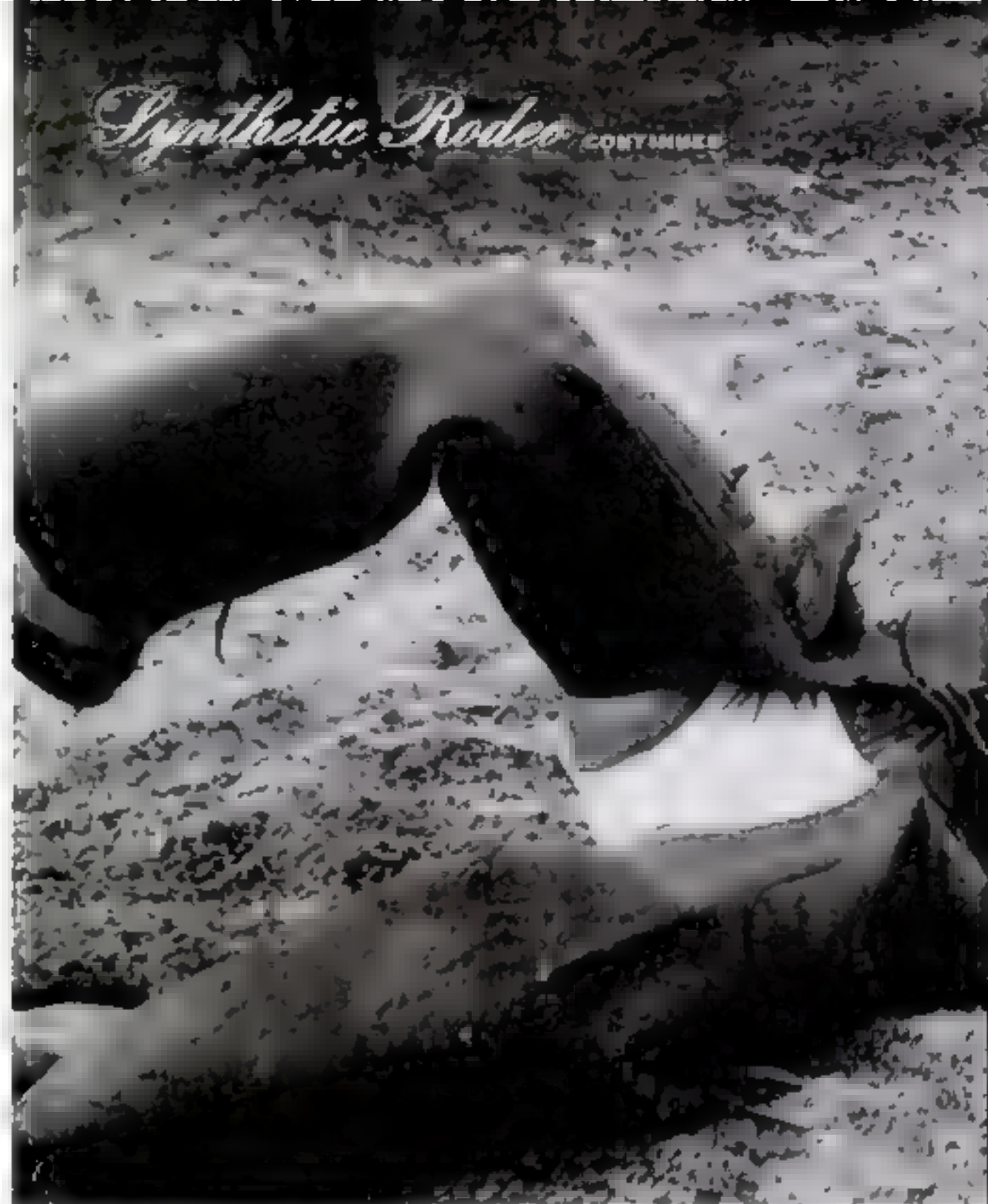
- WORLD'S SMALLEST, LIGHTEST, 3-SPEED PHONOGRAPH
- NEW EXCLUSIVE STEREOSONIC SOUND
- FEATHERWEIGHT PICKUP
- DUAL NEEDLE RETRACTABLE TONE ARM*
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Here it is at last—the perfected portable all-speed, all-plastic phonograph with revolutionary new Stereosonic Sound! You have to hear it to believe its amazing tone. You have to see it to appreciate its beauty. You have to own it to enjoy the finest value of them all!

*Pat. Pending

SONIC INDUSTRIES, 30-30 NORTHERN BLVD., LONG ISLAND CITY 1, N. Y.

Synthetic Rodeo CONTINUED



EVA MAE WRIGHT, WHO HAD NOT BEEN ON HORSE IN 15 YEARS BUT PUT ON



UPS AND DOWNS of bronco-busting are experienced by Photographer John Dominis. As he was bucking, his wife picked up camera, took these pictures.



CHAPS OVER SHORTS AND TRIED ANYWAY. LANDS AFTER FIRST ATTEMPT



RUBBING HERSELF, Sylvia Levy, who wore leather chaps to help protect her bare legs, grins as she dusts off unprotected shorts after taking a spill.



It's Really Smooth!



"YOU SHOULD HAVE BEEN MORE CAREFUL, WHITEY!"



"IT DOESN'T PAY TO TAKE CHANCES, BLACKIE. THAT'S WHY SO MANY PEOPLE ALWAYS CHOOSE BLACK & WHITE SCOTCH WHISKY. THEY KNOW ITS QUALITY AND CHARACTER NEVER CHANGE!"



"BLACK & WHITE"

The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF

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PIECING OUT A NECK

Possibly the first giraffe ever to find itself with too little neck is this one. Her name is June, and she is using her tongue to piece out the shortage in order to snare a marshmallow. In so doing, June is demonstrating that giraffes can get sophisticated without getting good sense. Back in Africa where she was born four years ago, June would have remained content with plain fare, leaves picked off the tops of

trees. But ever since she came to live at Chicago's Brookfield zoo more than two years ago, June has been developing a taste for fancy viands like tossed salads, porridge sweetened with brown sugar, and marshmallows tossed near her pen by generous visitors. Sometimes this exotic gluttony makes her sick. However, her keeper has learned that he can cure her bellyaches by dosing her with leaves from trees.

Other times, other tastes...



What made Milwaukee change to Blatz Beer?

Today it's Blatz!



No chip off the old block, this modern Blatz beer. For Blatz is brewed to *today's* tastes, *today's* times. So wonderfully different from the old-fashioned, harsh-tasting beers of the past! That's why Milwaukee has changed to Blatz. Your first glass will explain in full why the modern Blatz flavor makes it the best seller in the beer capital, year after year... with a preference very nearly as great as the next two brands combined. So get in step with modern times, *better* times... and there's no better time for Blatz than now!



Milwaukee's finest beer!

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Shoppers have to meet a budget but they want quality, too.

When it comes to refreshment,

more people ask for Coke
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That's easy to understand...

besides its matchless flavor,
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Pause for a Coke as you shop... it's delicious.



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